



*Long Term Care Insurance Specialists*

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## **New Service Will Support "Long Term Living," an Alternative to Yesterday's Long Term Care**

Kirkland, WA, May 24 – LTC Financial Partners, a leading long term care insurance broker, and Interim HealthCare, a leading provider of home care services, are joining forces to reshape long term care. The two companies will help longer-living Americans keep on living at home in spite of disabilities that now banish millions to nursing homes. "People can get the care they need right where they are, continuing to enjoy the warmth and freedom they're used to, without imposing on loved ones," says Cameron Truesdell, CEO of LTC Financial Partners.

In the two-company service, Interim HealthCare will provide the in-home resources that free family members from care duties; and LTC Financial Partners will provide affordable insurance to pay for the in-home resources. The service begins with an educational component that is free. "We want to make sure everyone understands that, in many instances, they can stay at home safely and independently," says Allan C. Sorensen, CEO of Interim HealthCare. As millions of baby boomers approach retirement, many needing ready access to care services, there is a great need for guidance on where and how to live. According a U.S. census report, from 2010 to 2030 the over-65 population is expected to grow by 75%, to 69 million.

The educational component of the joint service includes features contributed by both companies. LTC Financial Partners has developed a proprietary curriculum called the LTC Outreach and Education Program™. It educates the public on how to plan for one's long term care needs early, rather than waiting until health issues arise, when there will be fewer options. Interim HealthCare will offer assessment and care planning tools that will be available online and in the home.

The joint educational program will be offered by --

- Corporations, to their employees,
- National networks of financial advisors, to their clients, and
- Community groups, to the general public.

**- more -**

“Our two organizations have a common mission: to empower millions to stay in their familiar, loving environment -- happy and independent -- as they age or face disability,” says Truesdell.

**About Interim HealthCare Inc.:**

Founded in 1966, Interim HealthCare is the nation's oldest proprietary national organization providing health care personnel at all skill levels and in all settings. Through one of the country's most comprehensive networks of 800 offices (franchises and affiliates), Interim HealthCare provides diverse services including home care, medical staffing and occupational health and nurse support programs for pharmaceutical manufacturers and distributors through its PharmaSupport Services. Interim employs more than 75,000 health care workers and serves approximately 50,000 people each day. For additional information visit [www.InterimHealthCare.com](http://www.InterimHealthCare.com).

**About LTC Financial Partners LLC:**

LTC Financial Partners was founded in April 2003 by Cameron Truesdell and Craig Smith. The company is located in Kirkland, WA, and is a partnership with equity shared by all employees. It maintains a corporate staff of over 20 professionals who average over 12 years of long term care industry experience with 190-plus producers averaging eight years of experience. LTC Financial Partners is a leading Master General Agent for most leading long term care insurance carriers including John Hancock, MetLife, Allianz, Prudential, MedAmerica and Physicians Mutual. Both Truesdell and Smith were principles of Long-Term Care Insurance, LTC Inc., founded in 1985. For additional information visit [www.LTCFP.com](http://www.LTCFP.com).

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Photo of Cameron Truesdell, CEO of LTC Financial Partners:



Photo of Allan Sorensen, CEO of Interim HealthCare:

