



SOCIETY OF ACTUARIES

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- The group carrier will be available and keep an enrollment call center going, even if it is an employee-pay-all benefit.

In working with a group carrier, the LTC insurance specialist can recommend some of the following approaches for added success with their client:

- **Group enrollers.** Provide guidelines ahead of time to the speaker/representative of the carrier as to the culture of the client in terms of modifying the presentation (e.g., refer to the group as “partners, attorneys and staff”).
- **Meet with the partners (or company executives) on an individual basis.** Group carriers will work with you on underwriting questions that may arise before an application is submitted for a family member (e.g., a spouse or parent) that may have some issues. This is similar to the multi-life approach.
- **Results tracking and analysis of applicants and plan designs chosen.** The LTC specialist

as the broker of record needs to stay involved and monitor the enrollment results as they come in. For example, at the end of this group re-enrollment, I noted a very small percentage of spouses who enrolled. Upon my suggestion, the carrier agreed to craft a letter and, at their cost, mail it to all employees to remind them of the coverage available to spouses.

## Summary

A personal, customized approach can be added to a group enrollment with outstanding results. The responsibility and challenge for our industry, multi-life and group carriers, is to make it easier for both the broker and employer/client with their turnkey programs to communicate the LTC benefit as part of the company. Rather than bumping heads, learn from the tale of the two law firms. Success can be found in both “tales.” ✱

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# The Compliance Network

by Steve Serfass

The Compliance Networking Track leadership team, which was assembled over spring and summer of 2005, includes representatives from large and small LTC insurers. Our mission is to provide a forum for the exchange of ideas and information about compliance related issues. The track will also serve as a conduit for education, research and professional development for compliance professionals. One of our founding principles is that our membership will follow both the letter and spirit of antitrust laws, which prohibit any activities that might lessen or tend to lessen desirable competition among insurance companies.

Our current initiatives include: (1) recruiting writers and people with ideas and strong opinions to participate in drafting articles for the SOA LTCI section newsletter on compliance issues and possibly for other publications;

(2) developing our Web page so that it provides timely and useful information for compliance professionals as well as serving as a place where ideas can be exchanged easily; and (3) planning how best to otherwise serve the LTCI compliance community. If you have ideas in any of these areas, we would welcome your participation in the Compliance Track.

If you are interested in learning more about the Compliance Track, or if you would like to become a member, please check out our Web page (can link to through the SOA Web site) or contact Karen Smyth at [karen.smyth@prudential.com](mailto:karen.smyth@prudential.com) or Steve Serfass at [stephen.serfass@dbr.com](mailto:stephen.serfass@dbr.com). ✱

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