



SOCIETY OF ACTUARIES

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It's Been A Hard Day's Night

by Beth Ludden, Denise Liston, Jesse Slome and Steve Schoonveld

First and foremost, we wish to express our gratitude to Brad Linder and Bruce Stahl for their dedication to the section over the years by producing such a fine collection of *Long-Term Care News* issues. We aim to continue the direction they have established with this first issue produced by the co-editors four. First, please allow us to introduce ourselves.

Hello. My name is Beth Ludden and I am leading new product development for long-term care at Genworth Financial. I started my adventure in long-term care insurance at the opposite end of the spectrum in claims and have worked backwards from there having been involved in new business & policyholder services, marketing, compliance and sales. I get energized by the ways the long-term care product can help people who have the foresight to purchase it. I hope that by bringing in disparate views and ideas from both within and outside of the long-term care industry I can stimulate more interest and innovation in this product line.

Hello. My name is Denise Liston and I am the vice president of Long Term Care at LifePlans. I have been in the long-term care (LTC) industry for a “few” years and get energized when working with insurers to best manage risk—focusing on underwriting and claim management strategies. The industries’ pursuit of strong risk management strategies will allow us to remain profitable long into the future. As one of the “quad-editors,” I hope to grow the participation of risk management staff within the SOA and educate others to assure we are doing all the right things to insure as many people as possible, while using strong claim management protocols to meet the needs of claimants and their families.

Hello. My name is Jesse Slome, executive director of the American Association for Long-Term Care Insurance. My passion and professional expertise as a marketer of products and services and my background as a public relations professional helps me focus on building focused media attention on this important topic. Long-Term Care Insurance (LTCI) can enjoy continued growth—even with a grassroots PR effort—if strategic proactive messaging is undertaken to anticipate media concerns and deliver the right information that will resonate universally. As one of the four newsletter editors, I hope to generate the cooperation of top industry experts, leveraging the deep knowledge that exists which will enable all to achieve our shared goal—properly protecting Americans against the financial risk of needing long-term care.

Hello. My name is Steve Schoonveld and I am the head of Linked Benefit Product Solutions at Lincoln Financial Group. I am pleased to be the sole actuary within this “fab four” as this emphasizes the diversity of our section. Such diversity can allow for success as we share knowledge within forums such as this and as we focus our efforts on growing the opportunities for households to address their long-term care risks. The true sign of a mature industry is if we provide a diversity of solutions for the unique long-term care financing needs of individuals. While there are strong pockets of success, it is my intent to enable the section news to play a role towards increasing the variety of solutions that may be available to households.



Acknowledging LTC's “Fab Four” for their efforts preparing this issue and to all who gave of their time to share. Working together always makes for winning results. — Jason B. Bushey, Chairperson

Jesse said it best: Our objective, as an industry and in whatever role each of you play, is to properly protect Americans against the financial risk of long-term care expenses. It is our hope that this issue of *Long-Term Care News* brings you information to further attain that shared goal. We welcome your thoughts and comments as well as your articles for publication. ■

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