



Article from

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# Long Term Care Insurance Section Council: 2015 Survey Results

By Joseph J. Furlong

The Long Term Care Insurance Section Council would like to thank all those who participated in our survey. In case you missed it, it was sent out just prior to the 2015 ILTCi Conference to past attendees. We had 200 respondents. The results were interesting and contained a few surprises. Here are some of the results.

*The Things You Like or Value:* 105 of 184 respondents indicated that receiving printed copies of the *Long-Term Care News*—yes, this very publication—is very valuable. It is nice to know the efforts of the authors and staff, including the current editor Juliet Spector, have not gone unnoticed.

Even more impressive, 118 of 184 respondents highly value specialized projects, such as, the *National Conversation on LTC*, the periodic *LTC Experience Studies*, and the *LTC Delphi Study* that are co-sponsored and supported by the council. It is apparent that the hard work of the volunteers and SOA staff behind these efforts has paid off.

The feedback on what we should continue to do came back loud and clear. Overseeing the SOA LTC Experience Study (175/183) and Championing new LTCi related re-

search (169/183) were the big winners. You can be assured the Long Term Care Insurance Section Council will continue its efforts toward these initiatives.

*Some Surprising Results:* We will file the following items under “What Needs a Little Work.” 61 percent of respondents were not aware that paid attendance to the annual ILTCi Conference automatically made them members of the Long Term Care Insurance Section of the SOA. Yes, it’s true.

Remarkably, 69 percent of respondents rarely visit the Long Term Care Insurance section’s web page ([www.soa.org/ltc/](http://www.soa.org/ltc/)). I’m not an actuary but it seems like there is some discrepancy between the perceived value of exposure to specialized projects and the section’s newsletter versus the traffic on our website. I challenge everyone reading this article to take a few minutes and go check-out our website. Of particular interest might be the links to resources and research.

The section council is considering additional “advertising” or promotion of the site and the section in general so that we can be of the most value to our members and the industry so, stay tuned.



The Long Term Care Insurance Section Council is committed to serving its members and the Long Term Care insurance industry at large. In order to succeed, we need input and participation from our members. I would like to once again thank all those who participated in this survey and I look forward to seeing an even greater number of responses in our next survey. ■



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