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“Ready For Action”

By Bob Hanes

A familiar advertising slogan marketed by Yellow Pages when I was growing up was, “Let your fingers do the walking.” The objective of this successfully catchy advertisement was to encourage consumers to leaf through the Yellow Pages for a local service or vendor before actually setting out on foot or hopping in the car; hence, letting your fingers literally do the walking. The hope was that this would be a time-saving activity and that the readers would be better informed. Armed with this better information, better decisions would be made. With those better decisions came the positive feedback to repeat the routine the next time a plumber was needed or the tires on the station wagon (today’s SUV) had to be replaced. In the end, the Yellow Pages remained a



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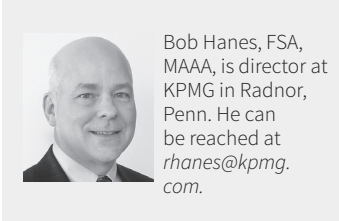
valuable resource for consumers and stayed in business by selling ads to the satisfied vendors.

The Yellow Pages still advertise the advantages of using their listings today, though the words have been replaced with the acronym “YP” and most of the encouragement is to visit their website for vendors and services instead of the hardcopy version. In the same way as YP provides valuable information, I would now like to stand up on my desk to encourage you to visit the Long Term Care Insurance Section’s webpage found within the SOA’s website. We know from the recently completed Long Term Care Insurance Section member survey that the section places great value in our periodic *LongTerm Care News* newsletter, but our webpage is not a frequently utilized resource.

The travel time to get to the webpage is short and relatively pain free. Go to www.soa.org, click on the “Community” menu, and then click on the “Long Term Care Insurance Section” found in the Sections column on the far left of the page. (You can also type www.soa.org/ltc/ into your browser. Remember to save it as a favorite!) Once there, you will find a treasure trove of information such as podcasts of sessions from recent industry conferences, upcoming meetings, access to online versions of the *LongTerm Care News* newslet-

ters published since 2009, and links to recent LongTerm Care research. The Long Term Care Insurance Section is committed to expanding the information available on the page so that it becomes one of your “go-to” resources the next time you need to research a topic, network with other LongTerm Care subject matter experts, etc.

With such a commitment comes the opportunity to join the effort. Please send us your suggestions for LongTerm Care related content or tools that you would like to see on the website. All reasonable offers will be considered! We are definitely ready for action, so be on the lookout for updates to our webpage in the coming months. ■



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