



Article from

Long Term Care News

December 2017

Issue 46

Chairperson's Corner

By Rebecca Tipton and Robert Eaton

As I complete my year as the chair of the LTC Section Council, I'd like to thank all of the council members, friends of the council and SOA staff for their continued involvement and hard work to support this year's initiatives. It requires many volunteers to accomplish the work of the LTC Section.

The section council has accomplished a great deal. This past year we:

- Developed an LTC Regulator Forum to continue to educate regulators on the LTC industry and some of the current challenges. These forums have been very well attended and deemed highly valuable
- Supported the transition of the Think Tank to a "Do" Tank, which consisted of gaining approval for funding from the SOA's Research Expanding Boundaries (REX) Pool to perform consumer research specifically focusing on two of the "paying for care" concepts
- Expanded marketing initiatives which included launching a new and improved website, developing a social media strategy with a LTC LinkedIn group (<https://www.linkedin.com/groups/2768897>) and working to build more relationships with industry trade groups
- Updated the mission statement to more accurately reflect the changing LTC industry
- Developed educational sessions for several SOA conferences and other industry conferences
- Published three issues of *Long-Term Care News* covering a wide variety of LTC topics; and
- Developed and hosted two LTC webcasts and four podcasts

I am grateful for the opportunity to have served on the LTC Section Council the past three years. It's been an honor to work with such a great group of individuals and to lead the council the past year. The incoming chairperson is Robert Eaton. My best wishes to him and the section council for a successful year! Lastly, please get involved! There are many opportunities to volunteer with the LTC Section so I'm confident there's a role that will fit your interests.

FROM THE INCOMING CHAIRPERSON,
ROBERT EATON:

I am grateful for the opportunity to serve as chairperson of the LTC Section Council for the next year. My experience over the last two years has impressed upon me how fortunate we are as a section to have such dedicated and effective volunteers.

As I enter my last year on the section council, I thank the outgoing members for all of efforts. **Bob Yee** has provided his guidance and wisdom. His contributions are invaluable, as Bob brings a perspective from leading many of the industry's discussions on LTC insurance matters for many years.

Juliet Spector served, among other roles, as our first-rate newsletter editor, bringing us content from across the LTC industry. She has been incredibly generous in advising me as I took on that role, and Juliet has always been eager to give her time to our council.

Rebecca Tipton governed our section council with efficacy and purpose. Rebecca has always acted in the best interest of the LTC Section. She's been vigilant in ensuring that all decisions are made in the interest of the section council members, and that all of our actions tie back to our mission statement.

I am excited to see **Jamala Murray Arland**, **Jan Graeber** and **Matt Morton** elected to the LTC Section Council! We have the good fortune to benefit from their myriad of experiences and their professionalism for the next three years.

When this publication comes out, the LTC Section Council will have convened our 2018 planning session. Please stay tuned for emails and on www.soa.org/ltc to stay current with the section council activities. I'm optimistic for the council's mission in the coming year. ■



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