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Contact:

Linda Hicks,
ACSIA Partners LLC
linda.hicks@acsiapartners.com
208-331-2803

More Americans Are Seeking Long Term Care Insurance through Their Employers, Reports Linda Hicks of ACSIA Partners

It's a win-win trend, the industry leader says, with bottom-line benefits for employers and government as well as employees and their families.

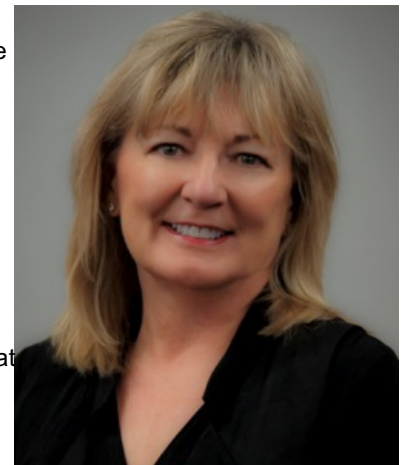
Boise, ID September 29, 2014 – Why isn't long term care insurance, like health insurance, available at the workplace? Well, increasingly it is – and more Americans should take advantage of that fact, says Linda Hicks, ID-based agent of ACSIA Partners, a leader in long term care planning.

"We're providing LTC education and policies to more and more Americans at their place of work," says Hicks. The workplaces range from local mom-and-pop companies to large national corporations and non-profits.

It used to be that long term care protection was mostly a family matter, but that's changing, according to Hicks.

"People need help here, just as they do in securing health insurance," Hicks says, pointing out that employer-mediated "multi-life" plans offer many advantages for employed people:

- Lower rates based on group participation.
- Simplified health screening.
- Faster review and approval.
- The option to include non-working family members.



Employers also enjoy bottom-line benefits. When employees and their families have LTC protection, organizations tend to –

- Avoid unnecessary absenteeism that happens when their people become caregivers for family members who lack funds to pay for care.
- See better performance by covered employees who worry less about the care needs of family members or themselves.
- Attract and keep top people thanks to the LTC benefit, a new gold standard of benefit packages.

The trend toward workplace LTC insurance also helps keep federal and state governments solvent. "Medicaid is the default supplier of long term care funding, and that could be a budget buster as baby boomers age," says Hicks. "Widespread private protection, thanks to employers, can help keep Medicaid in line."

Hicks advises talking to one's employer about LTC insurance regardless of whether it's currently offered as a benefit. "Multi-life programs can be set up quickly for groups as small as five or large as thousands," Hicks says.

Linda Hicks is a leading long term care solutions agent in ID, serving consumers as well as organizations. "We're glad to help them find the best, most affordable solution for their situation," Hicks says. "In addition to long term care insurance, today's options range from critical illness insurance and annuities to life insurance with LTC riders."

Information is available from Hicks at linda.hicks@acsiapartners.com, <http://www.ltclinda.com> or 208-331-2803.

In California the company is known as xACSIA Partners Insurance Agency; in other states, as ACSIA Partners.

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