

Newman Long Term Care to Launch Radio Campaign across 120 Stations Statewide

Newman Long Term Care will begin a statewide radio awareness campaign in hopes to educate 2.8 million Minnesotans on the need to plan ahead for their future extended care needs. The message will run daily on over 120 radio stations. The stations include a broad spectrum of formats (country, rock, sports, talk, etc.) to ensure that their message will reach a broad array of Minnesotans.

In the message, Founder/President of Newman Long Term Care, Deb Newman tells a couple to look across the table at their spouse. "One of you will need care, and the other will likely provide it," she says. The campaign will go onto encourage listeners to read the e-guide "What you need to know about Long Term Care Insurance." Developed by the non-profit Life Happens foundation, this consumer educational tool helps people understand the need to plan ahead and lays out several options.

Why Newman plans to launch statewide awareness campaign

No other insurance carriers or agencies are doing any awareness campaigns on long term care planning on a statewide basis. In fact, the last statewide awareness campaign was when the State of Minnesota's Own Your Future Campaign sent out a mailer to 1 million Minnesotans. Own Your Future conducted this mailing in October 2012, and the one-time mailing went to over 1 million Minnesotans between the ages of 40 and 65. This radio awareness campaign is designed to reach those same people, as well as those older and younger. This one time mailing generated some awareness, but most Minnesotans still haven't taken action.

Studies show that the vast majority of people have not yet discussed long term care planning with any of their professional advisors (CPAs, financial planners, attorneys or insurance agents). A 2011 survey by Genworth showed that 78% of people say they would find it helpful to talk to a financial professional about long term care planning. However, only 16% have had such a conversation.

If a long term care plan is not investigated and a long term care event occurs, the effects of providing care is not just felt by the individual needing care but also their caregivers. Providing long term care can have physical, mental, emotional, and financial effects on all who are involved. In other words, a failure to plan ahead can have a real world toll on their loved ones. Deb Newman explains, "A lack of planning can have the biggest impact on the person you care about most."

Because of this, Newman Long Term Care strives to provide exceptional service and stresses the importance of planning ahead in order to protect caregivers. Newman states, "What gets me out of bed each day and into the office is the caregivers." She continues, "I care passionately about what long term care is doing for the caregivers in our lives." Newman believes, "it is necessary to plan for long term care as a family as it gives family members permission to provide care to their loved ones when care is needed." Therefore, the mission of the campaign is to heighten awareness for caregivers as well as the importance of having a long term care plan.

Highlights from the past 25 years in the Long Term Care Industry

Deb Newman and her agency have become a go-to media resource for information on LTCI. Media outlets Newman and her agency have been quoted in include USA Today, Forbes, Public Radio, Wall Street Journal, Money magazine, Kiplinger's Personal Finance, the Washington Post and dozens of industry publications.

Newman helped advocate for changes in Minnesota's Long Term Care Insurance Partnership program. In July 2015, these changes went into effect making long term care protection more affordable for Minnesotans. Deb also helped represent policyholders at a Department of Commerce hearing on LTCI last August.

Newman has been recognized many times for her hard work and dedication in the long term care industry. Some of these awards and honors include a nomination by Senator Mitch McConnell for the Federal Long Term Care Commission, a group tasked with devising a comprehensive long-term care planning and services system, being acknowledged by the Minneapolis/St. Paul Business Journal as one of the top 25 Women in Business, and being nationally recognized as one of the Top Ten on the Power List of Who's Who in Long Term Care Insurance.

About Newman Long Term Care

Founded in 1990, Newman Long Term Care has focused exclusively on long-term care insurance for more than two decades. Based in Richfield, Minn., the firm is a national leader in the industry and currently sells long term care insurance in all 50 states. In addition, internal data shows that Newman Long Term Care is responsible for about 10% of all LTCI sales in the state of Minnesota and offers LTCI solutions from many of the nation's leading insurance companies.

