

THE LONG TERM CARE DISCUSSION GROUP

**A VOLUNTARY INDEPENDENT GROUP THAT MEETS SOLELY FOR THE PURPOSE
OF EDUCATING THE POLICY COMMUNITY ON ALL FACETS OF LONG TERM CARE**

**Tuesday December 11, 2012
11:00 a.m. Eastern Time**

**Administration on Community Living
1 Massachusetts Avenue, NW
Conference Room 4101
Washington, DC**

*(As this is a government building, an escort will meet you in the lobby and authorize your entry)
If you need assistance upon entering the building, please call Hunter McKay at 202-357-0151*

Speaker: John O'Leary

Long Term Care Insurance: Uncertainty today - What's in store for tomorrow?

An array of factors, not the least of which is the current economic situation, has led to a series of setbacks for the long-term care insurance industry. A once promising product category is in danger of being relegated to a niche solution for the "few," who are both able to afford it, and in good health. Insurer exits from the group market have left competition practically non-existent. This presentation will discuss recent market and product dynamics in both group and individual long-term care insurance from the perspective of a marketing expert and long-time business insider. It will point out issues that have arisen for current insureds and discuss choices for new consumers going forward. The goal will be to stimulate discussion of future approaches to foster a viable insurance market as a partial solution to the long term care financing issue.

John O'Leary, President, O'Leary Marketing Associates, is a marketing expert known for developing innovative and customer driven products and marketing programs that have led to market success. Highlights of John's career include senior positions at Genworth Financial, CNA Financial, and John Hancock. At Genworth, John led the product development and marketing effort for their successful expansion into the group long-term care market segment. At John Hancock, John became an industry leader and spokesperson by pioneering the use of the internet to market long-term care insurance. John's career began with consumer brand management positions at Procter and Gamble and Parker Brothers. He followed that with positions as Vice President of Marketing for Infocom and Vice President of Marketing and Sales for with Whistler Corporation. In those positions, John was responsible for the development, marketing, and roll out of over 100 new product introductions. John's education includes an MBA from Harvard University and a BA from Northeastern University.

Please RSVP to Jenifer Allen at JAllen@univitahealth.com

Participation by phone is available for a limited number of callers. To participate by phone, you **must** RSVP to receive dial-in information.

Long Term Care Discussion Group Co-Chairs:

Winthrop Cashdollar, John Cutler, Karl Polzer, Jill Randolph, Eileen J. Tell and Hunter McKay

For more information about the Long Term Care Discussion Group, and to access materials and information relating to previous meetings, visit www.ltcdiscussiongroup.org