

## THE LONG TERM CARE DISCUSSION GROUP

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

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Thursday May 21, 2014  
2:00 p.m. Eastern Time

America's Health Insurance Plans (AHIP)  
601 Pennsylvania Avenue NW  
Washington, DC 20005

### **TOPIC: Land This Plane: A Delphi Research Study of Long Term Care Financing Solutions**

Speaker: John O'Leary, President, O'Leary Marketing Associates, and author of the SOA  
"Land this Plane" research paper

**TOPIC:** This session summarizes the key findings and potential implications from a recent study of the nation's long term care financing challenges. In January 2013, the Society of Actuaries supported the Long-Term Care Think Tank in their launch of a comprehensive study entitled "Land This Plane." The study was conducted by the Think Tank and sponsored by two of the Society's professional interest sections: the LTCi section and the Forecasting and Futurism Section. Using the Delphi research method, this study conducted multiple rounds of research with a diverse group of long-term care experts that included actuaries, public policy experts, regulators, and insurance industry executives. The goal was to explore their opinions on a wide range of LTC financing issues and potential solutions. This session will describe the study, its findings and potential implications for public and private sector approaches to long term care financing.

### **SPEAKER:**

**John O'Leary** is President of O'Leary Marketing Associates, a consulting practice dedicated to helping organizations develop and market strategic product solutions for boomers and seniors. John's career includes senior marketing positions at Genworth Financial, CNA Financial, and John Hancock, as well as consumer brand management positions at Procter and Gamble and Parker Brothers. John has been a frequent speaker and session organizer with the Intercompany Long-term Care (ILTC) conference and a speaker at the LIMRA/LOMA long-term care conference. He is an active member of Harvard Business School Alumni Association of Boston and is active with the Massachusetts Chapter of Alzheimer's Association. He has an MBA from Harvard University and a BA from Northeastern University.

To attend in person or by telephone dial-in, please RSVP to Jenifer Allen at [JAllen@univitahealth.com](mailto:JAllen@univitahealth.com). RSVP IS REQUIRED FOR IN-PERSON ATTENDANCE

**Long Term Care Discussion Group Co-Chairs:**

**Susan Coronel, John Cutler, Hunter McKay, Karl Polzer, Jill Randolph, and Eileen J. Tell**

Long Term Care Discussion Group meetings are intended as forums for candid discussion. Dialogue and comments made during these meetings should be treated as off the record.

*For more information about the Long Term Care Discussion Group, and to access materials and information relating to previous meetings, visit [www.ltcdiscussiongroup.org](http://www.ltcdiscussiongroup.org)*