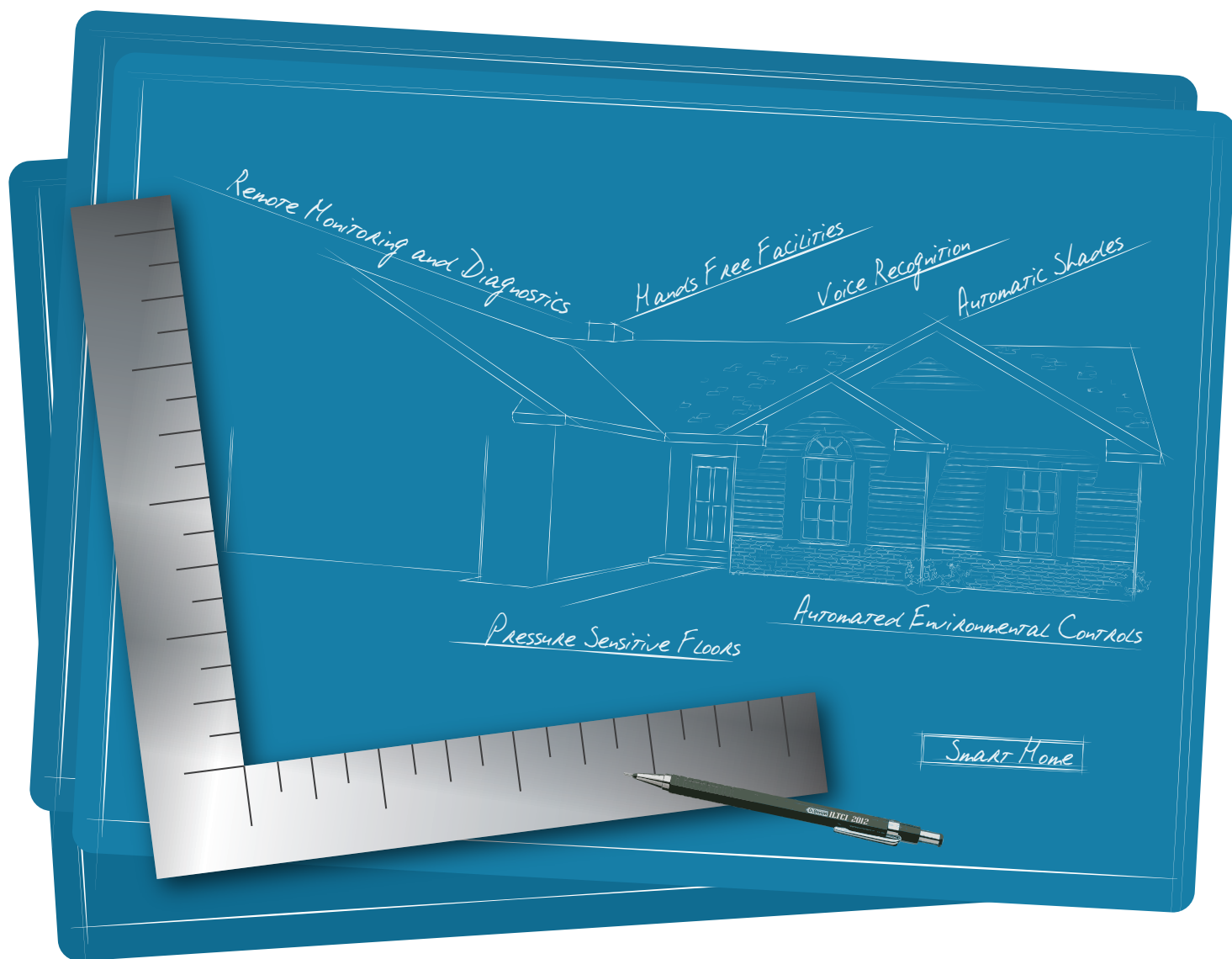


LONG TERM CARE CONFERENCE  
March 18 to 21, 2012  
Paris Hotel - Las Vegas, Nevada

# BLUEPRINT

*for the future*



The ILTCI Conference Association Presents  
**THE 12TH ANNUAL INTERCOMPANY  
LONG TERM CARE INSURANCE CONFERENCE**

Co-Sponsored by The LTCI Section of the Society of Actuaries

**ILTCI**



# BLUEPRINT

*for the future*

March 18 to March 21, 2012  
Paris, Las Vegas, Nevada

Hoping to prepare a dynamic future for LTCI, this year's ILTCI conference is looking to craft its blueprint. Long term care insurance has always been based on the Realities of Now, the Power of a Promise, and the Belief in a Positive Future. For its 12th conference, the ILTCI is creating a medium where that future will be brought into present-day dialogue and possibility. Our 2012 conference will explode with ideas forged through the expansive and creative energy of our participants from policy makers, regulators, insurance professionals, and providers. This year the invitations have been sent to the intellectual and practical people that propel today's long term care ingenuity – in product design, in technology, and in the environment in which we work. Using its classic format of superb educational sessions and free-wheeling networking in the Exhibit Hall, the conference will kick off its commitment to excellence with insight from invited keynote David Smith, chief executive of Global Futures and Foresight. An internationally recognized futurologist, his views are informed by more than 9,000 worldwide experts and business leaders known to stimulate 'out-of-the-box' visions, strategies, products and services. This year's organizing committee focused on the future and recruited the best and the brightest to produce material teeming with technical expertise and hands-on experience that will provide insight into future technologies and their impact on what we do. Substantial discounts are available this year off the standard registration fee for first time attendees and those who are in field sales.

- Great meals on conference days – Breakfast, Lunch, Evening Reception
- Eight sessions per Educational Track
- Time for Networking, Connecting and Learning
- Meet and Greet your Colleagues

Regular registration is only \$995 (\$895 for Early-bird on or before Jan 19th, 2012). To register for the conference or for additional information, please visit our website at [www.ILTCIConf.org](http://www.ILTCIConf.org).

## Keynote Speaker



David A. Smith  
Chief Executive  
Global Futures and Foresight

David is a futurologist, and chief executive of Global Futures and Foresight (GFF) - a strategic futures research firm. GFF's research and David's diverse business career enables him to identify how trends and emerging issues will likely impact organisations in the near future and how we should respond today. This work has made him recognisable as one of the world's leading futurists. His strategic marketing and IT career spans 30 years culminating as head of strategy for Unisys' \$2bn financial services business. GFF prepares views of the future on a diverse set of topics, for many industries and market sectors and their clients include Nato, Lloyds, HSBC, BBC, Kraft, RBS, esure, More Than, Allianz, Philips, Siemens, Cisco, CSC, Unisys, KingstonSmithW1, Mars, Royal mail and many industry associations and business schools and universities around the world.



# Conference Agenda

## Saturday, March 17th, 2012

CLTC Master Class - Part 1 8:00 AM to 6:00 PM

## Sunday, March 18th, 2012

Registration 9:00 AM to 7:00 PM  
CLTC Master Class - Part 2 8:00 AM to 4:00 PM  
Exhibitors Setup 12:00 PM to 3:00 PM  
Pre-Conference SOA LTC Section Council Meeting (open to all) 1:00 PM to 2:00 PM  
SOA LTC Section Think Tank 2:30 PM to 4:30 PM  
ILTCI Technology/Business Group Meeting 2:00 PM to 4:30 PM  
Funding Longevity Using Reverse Mortgages 3:00 PM to 5:00 PM  
Exhibit Hall Opening Reception 5:30 PM to 7:30 PM

## Monday, March 19th, 2012

Exhibit Hall Hot Breakfast 7:30 AM to 9:00 AM  
Registration 7:30 AM to 5:00 PM  
Keynote Speaker 9:00 AM to 10:30 AM  
Breakout Sessions 1-8 10:45 AM to 12:00 PM  
Exhibit Hall Lunch 12:00 PM to 2:00 PM  
Breakout Sessions 9-16 2:00 PM to 3:15 PM  
Breakout Sessions 17-24 3:30 PM to 4:45 PM  
Exhibit Hall Reception 5:00 PM to 7:00 PM

## Tuesday, March 20th, 2012

Exhibit Hall Hot Breakfast 7:30 AM to 9:00 AM  
Registration 7:30 AM to 5:00 PM  
About Healthcare Reform 9:00 AM to 10:30 AM  
Breakout Sessions 25-32 10:45 AM to 12:00 AM  
Exhibit Hall Lunch 12:00 PM to 2:00 PM  
Breakout Sessions 33-40 2:00 PM to 3:15 PM  
Breakout Sessions 41-48 3:30 PM to 4:45 PM  
Exhibit Hall Closing Reception and Prize Drawing 5:00 PM to 7:00 PM

## Wednesday, March 21st, 2012

Networking Breakfast 7:30 AM to 9:00 AM  
Post-Conference SOA Professionalism Course 9:00 AM to 12:00 PM



## *Breakout Sessions*

### *Monday, March 19th, 2012*

<i>Sessions Group 1</i> <i>10:45am-12:00pm</i>	<i>Sessions Group 2</i> <i>2:00pm-3:15pm</i>	<i>Sessions Group 3</i> <i>3:30pm-4:45pm</i>
<p>What's Driving Your Product Portfolio: The Dashboard</p> <p>Smart Tools &amp; Technology - Transforming Aging-in-Place</p> <p>End of Life Care: LTCI Impact</p> <p>You and Your Customer: Get Personal</p> <p>How to Become a Billion Dollar Industry Again</p> <p>Reverse Mortgages?</p> <p>Managing Regulatory Change</p> <p>International Perspectives</p>	<p>Future Actuarial Tools: Defining Moderately Adverse Experience w/ Simulation</p> <p>Cognitive Impairment: You Already Told Us That Story</p> <p>Applying Technology to Compliance</p> <p>Yellow Pad or iPad?</p> <p>Clash of the Titans: Moses vs Gordon on Medicaid and other Dark Matter</p> <p>Private Caregivers - Turning Lemons into Lemonade</p> <p>Smart Homes, Robotics, and Changing Care</p> <p>State Scorecard: LTC Services &amp; Support</p>	<p>The New Dynamics of Group LTC</p> <p>Underwriting and Claims: From The Outside Looking In</p> <p>Sales Ideas That Work</p> <p>The 1, 2, 3's of STP</p> <p>What Products Are In Your Toolkit?</p> <p>Regulators for regulators</p> <p>Reducing A Caregiver's Burden: Report on 2 Programs</p> <p>Why Get In? Why Get Out?</p>

### *Tuesday, March 20th, 2011*

<i>Sessions Group 4</i> <i>10:45am-12:00pm</i>	<i>Sessions Group 5</i> <i>2:00pm-3:15pm</i>	<i>Sessions Group 6</i> <i>3:30pm-4:45pm</i>
<p>Combos Marketing/Pricing Synergy - ILTCI/SOA Research</p> <p>After Further Review: Independent Review of Benefit Eligibility Denials</p> <p>Washington Watch</p> <p>Claims Roundtable</p> <p>The No Holds Barred Truth on How to Market &amp; Recruit Today!</p> <p>Regulation and Innovation: Expediting Change</p> <p>Straight Through Processing - One Year Later</p> <p>Are Your Reinsurance Operations in Jeopardy?</p>	<p>Meeting the Needs that CLASS Intended</p> <p>New Frontiers in Filing</p> <p>Can you Hear me Now?</p> <p>Implementing an Integrated Strategy for Distribution</p> <p>Outsiders' View: The State of the LTCI Industry</p> <p>Academy Practice Note Revisions and NAIC Model Regulation Issues</p> <p>Opposite Opinions or on the Same Page? Part III</p> <p>An Insider's View of Home Office Marketing</p>	<p>Future Actuarial Tools: Understanding and Refining Simulation Models</p> <p>Future of Genetic Testing</p> <p>Emerging LTCI Litigation</p> <p>Lions and Tigers and Nursing Homes OH MY - Fear and the Sale of LTCi</p> <p>Tech Choices: Where to Place Your Bets</p> <p>How to Associate with Associations</p> <p>Approaches to Address Middle Market LTC Needs</p> <p>Stats You Can Confidently Use</p>



## CLTC Master Class

Harley Gordon will conduct a CLTC Master Class on Saturday March 17 (8AM to 6PM) and Sunday March 18 (8AM to 5PM). The 2-day course will review all the course material and prepare attendees to take the CLTC exam. There is no additional charge for the course material, CE credits, or the CLTC exam (and one exam retake, if necessary). Attendees that pass the CLTC exam will receive their CLTC designation upon passing that test. The course will qualify each attendee for 12-15 hours of state insurance department CE credits (depending upon student's resident state) as well as for CFP/PACE credits (a \$25 additional filing fee applies for recording CFP/PACE credits, if desired).

Regular full price tuition for the course is \$1,365. However, the ILTCI Conference will be subsidizing the course fee for any attendees of the ILTCI Conference, for an additional fee of only \$95. Registration for the CLTC Mast Class can be done online when registering for the conference.

## Exhibit Hall and Receptions

75 Booths  
Networking opportunities  
Prize drawings  
Meals and receptions

A showcase for innovative approaches to LTC and LTCI  
48 Educational Sessions, hospitality events and receptions  
Exhibitor Prizes and Exhibit Hall Grand Prize  
Hot breakfasts, full lunches, wonderful food and atmosphere

## Hotel Information

The Intercompany Long Term Care Insurance Conference has made arrangements with the Paris Las Vegas to offer a discounted rate of \$129 or \$179 a night. This rate is available from March 15, 2012 through March 26, 2012. We encourage you to make your reservations early as the discounted rate is only available until Sunday, February 12, 2012, and is subject to availability. The hotel is within minutes of McCarran International Airport.

Alternatively, you can also stay at Bally's Las Vegas and receive a reduced conference rate of \$109 or \$129 a night. Bally's and Paris are connected to each other through indoor hallways. This rate is available from March 15, 2012 through March 26, 2012.

### Paris Las Vegas

3655 Las Vegas Blvd So.  
Las Vegas, Nevada 89109  
Reservation: 877-796-2096 or Online  
Hotel Main: 800-722-5597

### Bally's Las Vegas

3645 Las Vegas Blvd South  
Las Vegas, NV 89109  
Reservations: 800-634-3434 or Online  
Hotel Main: 877-603-4390

## Organizing Committee

Chair - Kathy Hamby\*

Co-Chair - David Kerr\*

David Benz  
Vince Bodnar\*  
Louis Brownstone  
Keith Burns  
Steve Cain  
Jacqueline Carreno

Dan Cathcart\*  
John Cutler  
Jim Glickman\*  
Carroll Golden\*  
Laurel Kastrup\*  
Sandra Latham\*

Maureen Lillis\*  
Denise Liston\*  
Beth Lovaas  
Susan Nelson  
Grace Nogueira  
Rod Perkins

Sharon Reed  
Steve Schoonveld  
Gloria Slaughter  
David Swaim  
Eileen Tell  
Brian Vestergaard  
Laura Wooster

\* Executive Committee