



OREA Long Term Care Education Campaign

Dallas, TX, December 11, 2007 --(PR.com)-- Starting in January of 2008, National Health Administrators (NHA) will partner with the Oklahoma Retired Education Association (OREA) to begin a Long Term Care education campaign designed to increase member awareness about eldercare and the role Long Term Care insurance can play in protecting the assets, pensions and families of OREA members.

The main components of the OREA Long Term Care education campaign include a wide range of print and electronic materials that focus on custodial care issues and the important role that Long Term Care insurance can play in preserving the independence and dignity of retirees.

NHA and OREA will also encourage members to visit www.LTC.com, where they can request a free, electronic Long Term Care Buyer's Guide. OREA members may also request a Long Term Care insurance rate comparison and summary of the benefits for the top Long Term Care insurance companies. Reliable information combined with a Long Term Care insurance quote will allow members to make informed decisions about securing their future.

Impetus for this education initiative comes in part from the Own Your Future campaign that was begun by the U. S. Health and Human Services department in 2005. Sixteen states have now joined with the Health and Human Service Department's Own Your Future campaign to encourage Americans between the ages of 45 and 70 to become aware of the rising Long Term Care crisis and the importance of planning for their future Long Term Care needs. More states are expected to participate in the Own Your Future each year.

Along with the Own Your Future campaign, the United States House of Representatives recently passed a resolution (HR 133) encouraging consumers to plan for Long Term Care. Representative Charles Boustany, a co-sponsor of House Resolution 133, underscored the urgency. "As the number of aging Americans increases, Long Term Care planning will become increasingly important for Americans and their families. Every American owes it to themselves, their families and their loved ones to consider a plan for the potential need for Long Term Care."

OREA is made up of retired educators and is affiliated with the Oklahoma Education Association and the National Education Association. NHA is an insurance agency specializing in providing reliable information about Long Term Care along with client-focused insurance solutions. It has incorporated the Own Your Future campaign into its Long Term Care insurance educational campaigns across the country.

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