



NHA Announces a National LTC Marketing Campaign for Employer Groups

National Health Administrators (NHA), a national insurance agency with over 20 years experience providing Long Term Care insurance to member-based groups, is expanding its marketing efforts to include for-profit and non-profit employer groups.

Dallas, TX, March 20, 2008 --(PR.com)-- National Health Administrators (NHA), a national insurance agency with over 20 years experience providing Long Term Care insurance to member-based groups, is expanding its marketing efforts to include for-profit and non-profit employer groups. Long Term Care insurance protection makes great sense not just for employees, but also for employers who can use this insurance benefit to meet two objectives: helping employees and improving overall productivity. More and more employers are catching on.

Beginning in January of 2008, NHA will target small-to-mid-size employers nationwide, in both the public and private sectors, and reinforce the message about Long Term Care that government, business leaders, union leaders and financial experts have been echoing as of late. Namely, that Long Term Care planning should be a very high priority for most Americans if they wish to insure a secure and dignified retirement.

NHA Senior Vice-President Mitch Kuhn notes, "The recent Own Your Future that was started by the federal government in conjunction with state governors is very telling. Thus far, some 15 governors have sent letters to state residents ages 45 to 70 urging them to plan for their future Long Term Care needs and, at the very least, seriously consider Long Term Care insurance as a potential solution for some." This has been our message for decades.

With few exceptions, each of the Own Your Future governor's letters mailed to state residents begins with the same general message: "I am writing to you about a very important issue: planning for your future long term care needs."

Kuhn added, "This is part of our message to employers and employees as well. We focus on providing clients with good information about Long Term Care and Long Term Care insurance. All of our literature focuses on providing reliable information, consultation and service. LTC.com in another good information on Long Term Care Insurance. We have learned that if we direct our efforts to helping clients in these areas, we will be successful."

NHA is well known for providing its client groups with both consulting services about Long Term Care insurance as well as access to top-tier insurance products for members or employees. In the past NHA has worked with organizations ranging in size from several thousand to over one million. With the resurgence in interest in Long Term Care insurance in 2007, NHA has seen an increase in inquiries from small to mid-size companies for information about Long Term Care insurance.

According to Kuhn, "We continue to receive calls from small to mid-size companies looking for the products, and especially the services that we have successfully provided clients for over two decades. It



was clear that we should respond to the demand. This is what we do, and we do it well.”

NHA was founded in 1985 by CEO and President Morris Kuhn. It has been in the Long Term Care insurance business longer than any LTC agency currently operating in the United States, and longer than most of the major insurance companies have been in the Long Term Care insurance field. An agency operating in all 50 states, NHA has issued more Long Term Care insurance policies than any other insurance agency and more than 80 percent of all Long Term Care insurance companies.

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