



LONG TERM CARE ASSOCIATES

**Home Office:**  
Long Term Care Associates, Inc.  
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Bellevue, WA 98005-3030  
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## JULIANA SCHIFF

### LONG TERM CARE INSURANCE SPECIALIST

Juliana Schiff began her career in health insurance at Blue Cross Blue Shield of North Carolina (BCBS-NC) where her mission was to find excellent quality insurance protection for her clients. In 2001, when her dear friend had a stroke at the age of 53, Juliana learned that major medical insurance provided limited coverage for her recovery. Shortly afterward, her father-in-law underwent surgery after a fall, and became bedridden for three years, exhausting his entire life savings.

Once Juliana learned how long term care insurance could help people and their families, she developed a passion for it. Representing a variety of carriers in multiple states, Juliana is careful to find the best solution for each of her clients, whether a stand-alone plan, hybrid product, or short-term care. Owing to her knowledge gained over years of experience, Juliana prides herself on making the process simple, secure, and comfortable for her clients.

Juliana's three adult children and two grandchildren are an abiding source of delight. When not assisting people with their retirement planning, Juliana enjoys traveling and camping with her partner, George, and running and walking with their dog, Layla.

#### Contact Info

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#### Hometown

Raleigh, NC

#### Licenses

AZ, DE, FL, GA, IL, MA, MD,  
NC, NJ, OH, PA, SC, VA

### About Long Term Care Associates

With roots dating back to 1972, Long Term Care Associates, Inc. has now entered its 5<sup>th</sup> decade focused exclusively in the LTC insurance marketplace. Headquartered in Bellevue, WA, the company expanded its national footprint in 2003 to become one of the industry's most recognized names.

When LTCA's founders began, the company's mission was to ease the financial and emotional burden that a catastrophic care event could have on families. We're proud that the claim payments received by our policyholders are now measured in the tens of millions of dollars. Leading the country by serving over 5 million members of sponsoring organizations, our commitment and passion for this business remain as strong as ever.

**Learn more at** [www.ltc-associates.com](http://www.ltc-associates.com) or contact Juliana at 919.272.1443.



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Long Term Care Associates, Inc.  
“Expect More”

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## Mission Statement

- ✓ Our clients’ interests must always come first.
- ✓ We must provide the highest level of service with integrity.
- ✓ We must communicate with our clients clearly.
- ✓ Our insurers and products must be of superior quality.
- ✓ We must give something back to the communities in which we live.
- ✓ Continuing education is necessary to maintain timeliness of knowledge, regulations and planning techniques.
- ✓ We must not simply work hard: To excel beyond our peers requires us to provide an even higher caliber of service to our clients.

## Choose LTCA, and Choose a Company...

- ✓ Entering its **5<sup>th</sup> decade** of marketing long-term care solutions.
- ✓ Whose policyholders have received in **excess of \$20,000,000** in tax-free benefits.<sup>1</sup>
- ✓ Who authored “**The Advisor’s Guide to Long-Term Care Insurance**” (*2nd Ed.*), the reference upon which financial planners depend.
- ✓ Whose “Elite Performers” **rank in the top 1%** of all LTC insurance specialists nationwide.<sup>2</sup>
- ✓ Invited by **state insurance departments** to share its expertise.<sup>3</sup>
- ✓ Endorsed by **over 40** Alumni Associations, Fraternal Organizations, and Credit Unions as the **exclusive** LTC insurance conduit to their members.
- ✓ Regarded as one of the industry’s most authoritative, **trusted voices** on the topic of LTC insurance—quoted in or contributing content to **over 60 publications**.
- ✓ Dedicated to restoring America’s social safety net through our corporate sponsorship of the **Center for Long-Term Care Reform**.
- ✓ Whose carriers have each celebrated their **centennial**, from our youngest at age 108 (Mutual of Omaha) to our oldest at age 146 (Genworth).<sup>4</sup>
- ✓ Whose consumer-facing website and blog are each **award-winning**.
- ✓ Named an “**Elite Distribution Partner**” by two of the leading LTC insurance carriers.

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<sup>1</sup> Data current through 2015

<sup>2</sup> American Association for LTC Insurance, 2012

<sup>3</sup> Drafting agent training requirements (WA) and revising Partnership Plan design (NY)

<sup>4</sup> By contrast, Medicare and Medicaid are just 52-years old (2017)