



LONG TERM CARE ASSOCIATES

Home Office:

Long Term Care Associates, Inc.
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ROB COHEN, CPA, CLTC

LONG TERM CARE INSURANCE SPECIALIST

Rob's career in the long-term care industry has spanned over 30 years, from producer to national trainer to divisional vice-president for one of our industry's leading carriers. Still, at the end of the day Rob takes greatest satisfaction helping individual families, having been a first-hand caregiver himself to his own parents.

A leading voice in the industry, Rob has contributed to the development of both streamlined claims procedures and simplified insurance products. Thanks to his experience, the Pennsylvania State Senate requested his testimony as "subject-matter expert" on the topics of LTC awareness and the need for greater public-private cooperation. Most recently, Rob contributed his leadership to the industry's national "3in4 Need More" public awareness campaign.

One of the select fraternity who has completed a triathlon, Rob also claimed 1st place in an all-ages bike race—after turning 50. That race was particularly satisfying, as he'd raised several thousand dollars in support of Multiple Sclerosis.

Rob is blessed with three beautiful children and four grandchildren so far. When not traveling or enjoying time with his family, Rob devotes himself to physical fitness.

About Long Term Care Associates

With roots dating back to 1972, Long Term Care Associates, Inc. has now entered its 5th 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 or contact Rob at 800.582.4204

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Hometown

West Palm Beach, FL

Licenses

AL, CT, CO, DE, FL, IN, MA,
MD, ME, MI, MN, MT, NC, NJ,
NV, NY, OH, PA, SC, VA, VT,
WI

Certifications

Certified Public Accountant
Certified in Long-Term Care
National Partnership

Recognitions

Top Ranked Producer (State)
Top 20 Producer (USA)
Source: AALTCI



LONG TERM CARE ASSOCIATES

Long Term Care Associates, Inc.
“Expect More”

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 **5th decade** of marketing long-term care solutions.
- ✓ Whose policyholders have received in **excess of \$20,000,000** in tax-free benefits.¹
- ✓ 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.²
- ✓ Invited by **state insurance departments** to share its expertise.³
- ✓ 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).⁴
- ✓ Whose consumer-facing website and blog are each **award-winning**.
- ✓ Named an “**Elite Distribution Partner**” by two of the leading LTC insurance carriers.

¹ Data current through 2015

² American Association for LTC Insurance, 2012

³ Drafting agent training requirements (WA) and revising Partnership Plan design (NY)

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