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October 2006

## StrateCision Newsletter

StrateBytes from The LTCI Software Company

### Greetings!

Welcome to the first StrateCision newsletter! We plan to send out a monthly letter to our software subscribers and others who sign up on our website, [www.LTCA.com](http://www.LTCA.com). From time to time we may be too busy updating our LTC Advisor and LTC Quote programs to actually publish the newsletter, but we'll do the best we can.

The newsletter will contain tips on using StrateCision's programs, announcements and news of interest to the LTCI community, and selling tips or other snippets of useful information by guest contributors.

## Housekeeping

### Do you want another newsletter?



If you don't want to receive these emails, you can unsubscribe by clicking the Unsubscribe link at the bottom of this newsletter. But first consider ...

If you use any of our LTCI software tools, we encourage you to stay on the distribution list, since we think you'll find useful information on what these tools can do for you. In talking to users, we are constantly surprised at what they don't know they can do with their program. So if you don't have time to sit and learn software on your own, tune in and we'll give you some tips that could make your day.

## Software tip of the month

### Financial Ratings too complex?



At least 5 different organizations rate insurance companies for financial strength and claims-paying ability. If you are comparing 2-3 policies from different carriers and the rating services disagree on the relative strength of the carriers, how can you (and your client) make sense of this information?

Users of **LTC Advisor** and **LTC WebAdvisor** now have a summary measure that show how each carrier ranks relative to the other LTC carriers in our policy database. It's a percentile score that shows where a carrier ranks, **averaged over all the rating agencies**. This greatly simplifies the job of judging relative financial strength when comparing plans from competing carriers.

[Get the details...](#)

## LTC Summit

### Will you be there?

Are you going to the National LTCI Producers Summit in Austion, Nov 5?

StrateCision will have a booth, so come by and say Hi.

Also Ted Pass, StrateCision's CEO, will chair a session on technology aids to selling LTCI. Ted, Phil Sullivan of [SellingLTC.com](http://SellingLTC.com), and James Dove of LTC Connection will all give their perspectives on how computer technology can contribute to your LTCI

sales. You're invited!

## Become an LTCP

### Special deal on LTCP course at LTC Summit

A very special offer from AALTCI and AHIP. Come to Austin, Texas and attend a 2-day LTCP Review Class immediately followed by the 2006 National LTC Producers Summit. Special Discounted Price for Both: Only \$825

This is a terrific bargain, a chance to learn LTCI from 2 of the foremost trainers, receive your LTCP designation, and attend the most important LTCI meeting of the year.

[For more details ...](#)

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