

# LIFESECURE NAMES NEW VP OF SALES



LifeSecure Insurance Company is pleased to announce the executive appointment of Douglas Hamm as Vice President of Sales.

In his new role, Doug is responsible for driving LifeSecure’s national sales strategies. “We are pleased to have Doug join the LifeSecure team,” said Lisa Wendt, president and CEO of LifeSecure. “In our search for a vice president of sales, we were looking for someone with experience in creating sales strategies that would capitalize on our innovative technology-based insurance products and solutions and position us as a leader in the industry. We are confident that Doug’s record of success with implementing emerging market sales strategies combined with his experience in motivating and directing sales teams will get us there.”

Doug brings to LifeSecure more than 16 years of insurance sales leadership. Prior to joining LifeSecure, Doug was the Vice President of Individual Sales for Assurity Life Insurance Company, headquartered in Lincoln, Nebraska. Over the course of his career, he has held leadership positions at various Fortune 500 insurance companies, establishing and growing sales divisions. Doug’s expertise in emerging market sales strategies and web-based sales solutions is a perfect fit to LifeSecure’s industry-leading technology-based sales platform.

Doug earned his bachelor’s degree from Oklahoma State University and holds an MBA from Southern Nazarene University.

## LifeSecure LTCI: Now Available in Rhode Island

LifeSecure long term care insurance is now available in Rhode Island. Read our latest [press release](#) about the news.

## CLASS Act Program Overview & LifeSecure Opportunity Assessment

### LifeSecure’s Viewpoint

The new health reform law (signed into law on March 23, 2010) contains a federal government sponsored long term care insurance program provision known as the Community Living Assistance Services and Support (CLASS) Act. While LifeSecure recognizes there may be challenges, we view CLASS as an opportunity for our agents and the future of private LTC insurance.

The CLASS Act is intended to better address the realities that long term care services are often not affordable or accessible for millions of Americans. A particular goal is to begin moving long term care funding away from the welfare-based Medicaid system as it exists today, to an insurance-based system funded through voluntary, payroll deductions from working adults.

The CLASS program is not designed to replace private long term care insurance. A LifeSecure long term care policy can be marketed as:

- a supplement to a CLASS policy;
- an alternative to a CLASS policy, in order to provide more comprehensive benefits;
- a more affordable insurance solution, especially for healthier and married individuals;
- a viable insurance protection choice for all those Americans not eligible for the CLASS program.

If you would like to learn more, view [The CLASS Act – Program Overview and LifeSecure Opportunity Assessment](#).

## The Flexible Benefit

# LifeSecure plan includes “care by family members”

A recent study by the National Alliance for Caregiving reported these statistics on caregiving:

- On average, caregivers spend 20.4 hours per week providing care
- 65.7 million Americans have served as unpaid caregivers within the past 12 months
- 3 in 10 households (or 36.5 million homes) are served by a caregiver

As the population ages, these figures are expected to grow, making unpaid caregiving a growing trend in the U.S. You can help individuals and their families plan for future care needs with LifeSecure’s long-term care insurance plan – the only plan to offer a “Flexible Benefit” as a standard feature in every policy.

LifeSecure’s Flexible Benefit is designed to provide greater flexibility in the types of care, services and products available to a policyholder. This covers care provided by informal caregivers – including a spouse, relative or friend living with the policyholder – which is often excluded in other carrier policies. With the Flexible Benefit, up to 50% of the policyholder’s unused Monthly Benefit may be used to cover:

- care provided by family members – even immediate family members living in the same household
- care provided by friends, neighbors or other informal support networks
- training for an informal caregiver
- home modifications, such as a wheelchair ramp or grab bars

[Click here](#) to view our Flexible Benefit flyer, which provides more details and can be used as a selling tool with potential clients.

## Agent Training Webinars

**Every Tuesday: 11:00AM to 12:00PM (ET)**

LifeSecure brings training right to your computer with our informative weekly webinars. Watch your email for invitations from your Regional Sales Consultant and be sure to enroll for the webinars of your choice! Once registered, you will receive a confirmation email including call-in information and a link for the webinar.

### Questions?

Call the LifeSecure Agent Support care line at **866.582.7701** or email [agentsupport@lifesecltc.com](mailto:agentsupport@lifesecltc.com).

#### **July 6, 2010**

Topic: New Agent Orientation

#### **July 13, 2010**

Topic: OM Multi-Life LTC Program

#### **July 20, 2010**

Topic: On-line Application Process

#### **July 27, 2010**

Topic: 2010 Rewards Program & How to order Sales Materials

#### **August 3, 2010**

Topic: New Agent Orientation

#### **August 10, 2010**

Topic: Quote Calculator “Budget-Point Pricing Tool”

#### **August 17, 2010**

Topic: On-line Application Process

#### **August 24, 2010**

Topic: OM Multi-Life/Employer Proposal Tool

#### **August 31, 2010**

Topic: LTCi Product Overview

#### **September 7, 2010**

Topic: New Agent Orientation

#### **September 14, 2010**

Topic: Let’s Explore the Agent and Policyholder Portals

#### **September 21, 2010**

Topic: Quote Calculator “Budget-Point Pricing Tool”

#### **September 28, 2010**

Topic: Using Voice Authorization Signatures with the On-line Application