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—*For Immediate Release*

DFTA LAUNCHES LONG-TERM CARE INSURANCE RESOURCE CENTER

*Baby Boomers Can Receive Free and Impartial Information
Regarding the Various Options for Long-Term Care Insurance*

NEW YORK CITY— August 28, 2006 – The New York City Department for the Aging (DFTA) has launched its Long-Term Care Insurance Resource Center. The Center will provide free, impartial information and assistance on available long-term care insurance policies in New York for residents over the age of 50. The new Long-Term Care Insurance Resource Center will focus on assisting New Yorkers with questions about long term care by providing information and education about the variety of policies offered in the City. Insurance policies are not offered through the resource center.

“The skyrocketing cost of nursing homes and in-home care, combined with increased longevity will make planning for long-term care essential for New Yorkers who are over 50. Many individuals will need assistance in determining what coverage, if any, they would need from a long-term care insurance policy. The Department can help with that information-gathering and decision-making process—the Resource Center should be a New Yorker’s first stop in that process,” said Commissioner Edwin Méndez-Santiago, LCSW.

Baby Boomers looking to plan ahead and protect their assets can find the steps they need to take and the options they may have in planning for potential care expenses in later years. The New York City Department for the Aging can simplify the search for information and options. Trained staff will educate individuals and groups about the costs of long-term care, how it is paid for and what options exist to cover these costs.

“The Resource Center is the first of its kind in New York City. The options for long-term care are varied and complicated, however this should not be a barrier when it comes to planning for the future. New Yorkers should make the Resource Center their first step before making any decisions around long-term care insurance,” said Amy Bernstein, director of the Department’s Health Insurance Information Counseling and Assistance Program (HIICAP).

The Long-Term Care Insurance Resource Center was launched by the Department’s Health Insurance Information Counseling and Assistance Program and is funded through the New York State Office for the Aging. The Center has information on all current long-term care insurance policies, and can offer a full explanation of the choices each individual may have when selecting coverage. Group education sessions and one-on-one counseling are available. Resource materials can be accessed by contacting the Long-Term Care Insurance Resource Center by calling 311 or going to www.nyc.gov/aging.

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