July 2012

StrateCision Newsletter
StrateBytes from The LTCI Software Company

Greetings!
Greetings from **StrateCision**. If you are a current user of our LTCI comparison products, we have some updates to share with you.

If you don't use our products, we look forward to welcoming you as a customer in the future.

LTCI Comparisons on your Ipad!

In response to many requests, StrateCision has developed LTCI comparison programs for the Ipad and other tablet computers. These programs take advantage of the touch-sensitive screen to allow easy 2-finger resizing and navigation. Now you can run our Industry Standard comparison tools on these light weight portable devices.

The tablet programs are websites that you access using the browser on your tablet, like Safari, Internet Explorer or Google Chrome. This means you need an Internet connection to run them, in contrast to our desktop programs. All tablets have WiFi, which lets you connect wherever WiFi is available, and many can also connect using the cellphone network.

Contact us for a free trial, or sign up to start using your Ipad or other tablet to compare quotes, features and benefits of the LTC policies you want to look at.

Online quoter for LTCI prospects

Have your own website? Let your clients run quotes.

Many agents have asked us whether our web-based quoting program, LTC WebQuote, can be licensed for **use by their clients and prospects**. These agents have their own websites, and want to provide an online tool for their prospects to find out what LTC insurance will cost.

Although technically this is not a problem, the regulatory issues in showing consumers quotes for specific policies are huge. Each carrier whose policies are quoted or compared would have to file with states whose residents would see the quotes. Up to now, this has discouraged us from making online consumer quotes available.

However, we now have a way to show prospects the likely cost of a policy with specific benefits, given their age, marital status, and state of residence. Our solution is an easy-to-use form where the prospect enters this information and chooses desired benefit levels.

The site then searches 10-15 representative policies and finds the premium for the

chosen benefits for each policy. It then shows the prospect the **least expensive**, **most expensive**, and **median** premium from the sample, giving them a good idea of the premium range for the benefits they want at their current age and spousal status.

If you have a website for your prospects, and would like to embed this quoting tool in it so they can check prices for themselves, write to us at help@ltca.com, or call.

To see a demo of the quoting page for prospects, click the link below. Let us know what you think, would your clients find it useful?

[Demo of Consumer LTCI Quoter](#)

Are you getting your renewal invoices?

StrateCision's programs are provided as one year subscriptions. About 2 months before your subscription expires, we email you a renewal invoice.

This works well in most cases and users are able to renew without losing the use of our programs. This system has worked well, and allows you to respond to the email with a question, comment, or instructions to us regarding your renewal.

However some people tell us they never got an invoice and their subscription expired. In order for the system to work, a few things must happen:
We must have your current email address.
You should check your email regularly
You should tell your email program to accept mail from the domain LTCA.COM, i.e. that mail from that domain is not spam and should not go in your spam folder. Otherwise you may not see the invoice, and your subscription will expire.

Some customers who buy our programs through a group have asked why they get invoices from StrateCision, since they pay their group administrator for renewals.

We include group members in our invoicing for 2 reasons:
1.. As a reminder to renew through the group
2. Agents leave groups, and we want them to be able to renew as individuals.

So if you order our programs through a group and you receive an invoice, treat it as a reminder that it is time to contact your group organizer to renew.

Software tip of the month

See old policies?

Many agents have told us they want **withdrawn policies** to continue to appear in our programs, so they can show clients how a plan they have compares with current plans.

Many other agents have said they only want to see **current policies** in our comparison programs, so they don't accidentally offer a client a policy that is no longer sold.

We thought about this for awhile and figured out what to do. In the true spirit of "**have it your way**", our newer programs let you choose whether or not to include withdrawn policies. **LTC Quote Plus, Advisor Plus**, and our web-based programs all have this option.

Also, if you usually don't want to see old policies, but occasionally you do, you can switch your preference any time. In **LTC Quote Plus**, click Setup on the main menu line, then **Show Withdrawn Policies**. To turn them off, click the option again. Simple, no?

How to contact us

email: sales@ltca.com

Join our mailing list!

[_____] Join

phone: 781-453-1938
web: http://www.LTCA.com

Forward email

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