

# Employee Benefit & Managed Care Briefs

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## **LTC wholesaler offers free agent sales training program**

The LTC Coach, Wilma G. Anderson, has launched The LTC Exchange Ltd., an LTCI wholesaler offering agents long-term-care insurance products plus free sales-training.

The success-coaching program, advanced sales workshops and Anderson's latest LTCI sales manual are all provided to professionals who agree to represent all of The LTC Exchange's carriers and work toward minimum production goals.

Additionally, The LTC Exchange is collaborating with Insurance IQ to offer its 360,000 life agents a new opportunity to broaden their services to their insurance and investment clients.

All licensed life-health agents, financial advisors, CPAs, property-casualty agents, financial planners and bank-based agents are eligible.

See [www.LTCX.info](http://www.LTCX.info) for more. □

## **New N.Y. web site allows consumers to shop for HMOs**

NEW YORK — Superintendent Gregory V. Serio recently announced the availability of an interactive, online version of the Consumer Guide to HMOs. The 2003 Interactive Guide contains the latest information on health insurance programs and allows consumers to compare HMOs on-line in a new, easier-to-use format. The web site is [www.nyshmoguide.org](http://www.nyshmoguide.org).

"Over 30,000 individuals use the Interactive Guide each year to make the important decision of choosing the right health insurer for themselves and their families," said Serio.

The Interactive Guide allows consumers to easily compare performance and price information for HMOs operating in the county they live in or to compare all HMOs within New York State. In addition, this year the web site contains a three-year complaint history of HMOs that allows consumers to compare the performance of New York's HMOs over an extended period.

The guide is also available at [www.ins.state.ny.us](http://www.ins.state.ny.us) □