



## About Phyllis Shelton

Phyllis Shelton is the President of *LTC Consultants*, a Nashville-based company that she founded in 1991 specializing in long-term care insurance sales training, consumer education and marketing materials. She is widely considered to be the leading long-term care insurance sales trainer in the country. Phyllis' organization has trained nearly 75,000 agents via live or web-based training and her company has conducted training programs for many of the top LTCI insurance carriers. Her business model has also included assisting states with an educational outreach about the Long-Term Care Partnership, a new program that shelters assets from Medicaid spend down equal to the benefits paid by Partnership long-term care insurance policies.

Her online training venture, *LTCiTraining.com*, was developed to meet the mandated NAIC/DRA Partnership producer training requirements in all states.

Phyllis is featured as the cover story for the November 2013 issue of *Life Insurance Selling*. She was profiled in *Senior Market Advisor's* charter group of the top ten professionals in the long-term care insurance industry nationally and has spoken to literally every major industry group including MDRT's Top of the Table, NAIFA 2010, and MDRT 2013. She received the distinguished LIFE Foundation Client Service Award and her full page client story was featured in the September 14, 2009 edition of *Newsweek* magazine. She appeared in *The Balancing Act*, Lifetime Network's early morning show for women, on July 14, 2010 to emphasize the impact of long-term care on women.

She has been featured extensively in the *Wall St. Journal* and appeared in a two-hour PBS documentary on caregiving. She has presented on Wall St. as well as CNNfn and National Public Radio. She is a consumer reference for such publications as *Kiplinger's Personal Finance Magazine* and her interviews include *USA Today*, *Business Week*, *Consumer Reports*, *Money*, *Smart Money*, *Bloomberg Wealth Manager* and National Public Radio. Her consumer book, **LONG-TERM CARE: Your Financial Planning Guide** became an industry textbook.

Her newest consumer book, **Protecting Your Family with Long-Term Care Insurance** (2013) provides cutting edge information about all phases of financing long-term care. Suze Orman says "Long-term care insurance for many is the most important insurance you can buy if you can afford it. Phyllis Shelton is the only person I trust to keep me up to date on what I need to know. Read this book." You can also see Phyllis recommended by Suze in the January 2012 and 2013 issues of **Oprah magazine**.

**Phyllis Shelton's LTCI Worksite TOOLBOX** cracks the code on how to engage younger employees in the long-term care planning process, and **The ABC's of Long-Term Care Insurance** makes LTC insurance so simple a child can understand it.

While sharing the main platform at the annual NAILBA conference with former U.S. Senator Bob Dole, she was introduced as "the most prolific speaker/trainer in the long-term care insurance marketplace."

Ms. Shelton sees Medicaid as the largest threat to the American economy. She speaks nationally on the role of long-term care insurance as part of the private sector's solution by making Medicaid payer of last resort for long-term care, which will save jobs by rescuing state budgets and keep families together by providing caregivers when most needed.

Phyllis' passion for the long-term care industry is unparalleled. Her motivational message has been delivered to over 8,000,000 Americans.