



LONG TERM CARE ASSOCIATES

**Home Office:**

Long Term Care Associates, Inc.  
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## JULIANA SCHIFF

### LONG TERM CARE INSURANCE SPECIALIST

Since 1998, Juliana Schiff has dedicated herself toward helping others find high-quality, affordable insurance coverage. This mission turned personal when, in 2001, her father-in-law depleted his entire life savings as a result of a hip replacement surgery. Ever since, she has become a passionate educator about the virtues of long-term care planning.

Representing only the leading carriers in the industry—such as Genworth and Mutual of Omaha—Juliana prides herself on crafting an organized and simplified approach to the subject matter for her clients.

Based out of North Carolina, Ms. Schiff has found that most of her clients are searching for a knowledgeable agent who can offer unbiased advice, as well as a variety of products from which to choose. By virtue of her affiliation with LTCA, Juliana has been able to capitalize on the advantages of multiple top-rated carriers and can uniquely tailor solutions to each of her client's needs.

When she's not talking about long-term care, Juliana can be found jogging or trying to improve her golf game. She has competed in several half-marathons, and enjoys walking her two Brittany Spaniels. Of course, nothing can compare to her three children and one grandchild.

#### Contact Info

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#### Hometown

Raleigh, NC

#### Licenses

AZ, DE, FL, GA, MA, MD, NC,  
NJ, OH, SC, VA

### About Long Term Care Associates

With roots dating back to 1972, Long Term Care Associates, Inc. has now entered its 5<sup>th</sup> decade focused exclusively in the LTC insurance marketplace. Headquartered in Bellevue, WA, the company expanded its national footprint in 2003 to become one of the industry's most recognized names.

When LTCA's founders began, the company's mission was to ease the financial and emotional burden that a catastrophic care event could have on families. We're proud that the claim payments received by our policyholders are now measured in the tens of millions of dollars. Leading the country by serving over 5 million members of sponsoring organizations, our commitment and passion for this business remain as strong as ever.

**Learn more at** [www.ltc-associates.com](http://www.ltc-associates.com) or contact Juliana at 800.401.3387



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Long Term Care Associates, Inc.  
“Expect More”

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## Mission Statement

- ✓ Our clients’ interests must always come first.
- ✓ We must provide the highest level of service with integrity.
- ✓ We must communicate with our clients clearly.
- ✓ Our insurers and products must be of superior quality.
- ✓ We must give something back to the communities in which we live.
- ✓ Continuing education is necessary to maintain timeliness of knowledge, regulations and planning techniques.
- ✓ We must not simply work hard: To excel beyond our peers requires us to provide an even higher caliber of service to our clients.

## Choose LTCA, and Choose a Company...

- ✓ Celebrating **50 years** marketing long-term care solutions (est. 1972)
- ✓ Whose policyholders have received in **excess of \$26,000,000** in tax-free benefits.<sup>1</sup>
- ✓ Responsible for “**The Advisor’s Guide to Long-Term Care Insurance**” (2nd Ed.), the reference upon which financial planners depend.
- ✓ Whose “Elite Performers” have **ranked in the top 1%** of all LTC insurance specialists nationwide.<sup>2</sup>
- ✓ Whose expertise has been sought by **state insurance departments** coast to coast.<sup>3</sup>
- ✓ Endorsed by **over 40** Alumni Associations, Fraternal Organizations, and Credit Unions as the **exclusive** LTC insurance conduit to their members.
- ✓ Regarded as one of the industry’s most authoritative, **trusted voices** on the topic of LTC insurance—quoted in or contributing content to nearly **75 publications**.
- ✓ Dedicated to restoring America’s social safety net through our corporate sponsorship of the **Center for Long-Term Care Reform**.
- ✓ Whose featured insurers can trace their history to the **1880s**.

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<sup>1</sup> Data current through 2022

<sup>2</sup> American Association for LTC Insurance

<sup>3</sup> Drafting agent training requirements (WA), revising Partnership Plan design (NY)