

Contact: Lynn Bracic  
Phone: (440) 899-8089  
Email: [neohua@oh.rr.com](mailto:neohua@oh.rr.com)

*For Immediate Release*

## **Jump on Board the Silver Bullet Tour with Northeast Ohio Health Underwriters Association**

Cleveland (October 1, 2008) – The Northeast Ohio Health Underwriters Association (NEOHUA) has invited Stephen Moses to the Holiday Inn, 6001 Rockside Road, Independence, Ohio on October 14<sup>th</sup> for a breakfast program entitled “LTC Graduate Seminar.” He’s bringing a silver bullet with him, and it has nothing to do with the "Lone Ranger" or vampires and everything to do with smart planning.

Mr. Moses' Silver Bullet is an Air Stream trailer purchased specifically for its attention-getting value in the 2008 National Long-Term Care Consciousness Tour he started in December. He is living in the Silver Bullet while visiting all 50 states, hoping to raise awareness of a looming problem for the public, policy makers and legislators: How America will pay for the inevitable care needed by the baby boom generation as its members advance into old age.

This two-hour education program explains why America's long-term care service delivery and financing system is in such disarray, describes possible public-policy solutions, and invites caring financial and insurance professionals to play their part in protecting America's aging population from the emotional ravages and catastrophic cost of long-term care.

Stephen A. Moses is President of the Center for Long-Term Care Reform in Seattle, Washington. Mr. Moses is nationally recognized as an expert and innovator in the field of long-term care. The Center for Long-Term Care Reform is a private, nonpartisan think tank and public policy organization dedicated to ensuring quality long-term care for all Americans.

Registration and breakfast begin at 8:00 AM, followed by announcements. The program will follow announcements and sponsor presentation. An application has been submitted for two (2) CE credits for this program.

Attendees are encouraged to bring cell phones and toiletries for donation to the Battered Women’s Shelter.

Call NEOHUA at 800-550-4717 or e-mail [neohua@oh.rr.com](mailto:neohua@oh.rr.com) to request a reservation/payment registration form. The program is free for NEOHUA members and \$35 for non-members and is open to the public. Deadline for reservations is Noon on Friday, October 10. More information on the program is available online at [www.neohua.com](http://www.neohua.com).

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The Northeast Ohio Health Underwriters Association (NEOHUA) is a trade association representing agents, brokers and other professionals concerned with health insurance. The association works for reform to provide an improved, accessible and affordable health insurance system for all Ohio consumers.