



NCPC NEWS LINK

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VETERANS AID AND ATTENDANCE BOOK

Our new book has been a great success and its website www.veteransaidbenefit.org is becoming very popular. Thomas Day spent hundreds of hours researching and reviewing source material to compile the rules and methods used for Veterans to qualify for money awards, pension, and long term care. He has also found that you can charge for your services as a consultant for helping the Veteran arrange his finances, and gathering information to submit with the application to qualify. What you cannot charge for: help with filling out the actual application.

Knowing what medical records and expenses to submit with the application, makes a big difference in the amount of the award, or even obtaining an award. It also saves weeks or months for the applicant, since VA will waste a great deal of time gathering this information after the fact.

The Professional Edition of the book also includes software that calculates the benefit before and after asset transfers in order to maximize the strategies for those transfers.

The book is \$159. The discounted member price is \$98, this includes a Listing under the Veterans Aid and Benefits Consultant Specialist category.

The Standard Edition of the book is mainly for the public. It explains Pension and the Aid and Attendance program as well as how Veterans can submit an application. This edition also directs those who want to apply to use a Veteran consultant to help

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determine the amount of an award plus necessary information to go along with the application. The Standard Edition is \$43 and does not include software, or the rules and regulations.

Both books contain a copy of the application and other forms for applying.

Some professionals and service agencies that are using the Veterans Aid and Attendance Book are:

- Area Agencies on Aging
- Long Term Care Advisors and Planners
- Elder Law Attorneys
- Retirement Planners
- Estate Planning Attorneys
- Long Term Care Insurance Agents
- Care Managers
- Home Care Providers
- Assisted Living Facilities
- Relocation specialists
- Reverse Mortgage Specialists

See the books on www.veteranbook.com.

STATE CARE PLANNING COUNCIL WEBSITES

We will be launching some of our State Care Planning Council websites starting October 2007 and hope to have at least 24 operating sites by the end of next year.

As a member of the National Care Planning Council, you will want to be listed on your **Home State Care Planning Council website**. We have been running the *Utah Care Planning Council* site for over a year. The response from the public has been exciting. We average 3-5 phone calls or emails per day asking for the services of our Utah members.

We are certain that your state care planning council will become a popular entity for people looking for answers and help with elder care. There is an 800 phone number on the website for inquirers to call with their needs and problems. These calls are screened by our specialists to determine specific needs and then forwarded to the state council members. Each member listing also has a personal webpage with an email form.

Search engine relevance will grow month to month on these websites after they are launched, giving your listing more exposure. This is in addition to your valuable benefits and listing you are already receiving with your National Care Planning Council membership.

As we launch each state website, we will also begin a monthly article email campaign to employers in the state. These emails will be addressed to human resource specialists for distribution to the employees. Employers will use the state care planning council as a resource for employees with eldercare needs.

*There is a small monthly fee of \$7.00 for listing on your state council website and **of course, you must be a resident of the state.*** Not all service categories will be listed.

Check out the Utah Care Planning Council website at www.careutah.com. Sign up details coming soon.

YOUR EMAIL ADDRESS IS AN IMPORTANT PART OF YOUR MEMBERSHIP

Please be sure the email address that we have for you will accept all our emails, so that you do not miss out on some of the benefits of your membership and listing. Sometimes spam blockers, firewalls and email settings will block receipt of important emails. **Automatic replies or rejections do not reach the office where a person could intercept them and contact you.**

You should be receiving to your email:

- NCPC Newsletter
- Two monthly articles about long term care issues and helps
- If you have a personal web page listing, the form comes to your email
- Billing and renewal notices
- Notices of special discounts and new products

To update, or change your email, please email susan@longtermcarelink.net



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WEB PAGE TRAFFIC STATISTICS

The first of each month the number of the previous months visits to your web page is posted on the member section of the website.

Go to www.planforcare.org and click on *Member Area*, then click on *12 months Site Traffic to Service Provider Pages*. Find your pin number down the left column and follow across the months totals to the far right for the current month. The far right column is your year total visits.

NEED YOUR PIN NUMBER?

Email susan@longtermcarelink.net; put "Request Pin Number" in the subject.

If you are linking to your own website from the category listing page, your webmaster can get you the number of visits statistics on your website by looking at the number of visits that came in from "referrer from longtermcarelink.net".

We are not able to track the contacts made to you by people calling by telephone or emailing from your contact information outside of using the web page form.



MEMBER SPOT LIGHT

Natalie Moyle Care Manager and Personal Care Specialist



Natalie Moyle and her husband Henry started the first non-medical home care agency in Utah in 1996. This business has grown over the years to become one of the largest and most respected in the state. Their company currently employs over 150 bonded and trained caregivers.

Over the years, Natalie has spent countless hours meeting with families and doing care assessments. But what she had been doing as part of her home care service is also a major activity for a care manager. Realizing that she should be concentrating more on this service, Natalie started a care management operation in order to help families of her customers make better decisions about the care of their loved ones.

After years of helping people with family disagreements, she also realized the need and the value of mediation services. She received her certificate in mediation from the University of Utah which has one of the most respected programs in the country.

Natalie is a NCPC and Utah State Council member.