

**GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2001**

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HOUSE BILL 52*

Short Title: Long-Term Care Info Outreach.

(Public)

Sponsors: Representatives Insko; Earle, Wainwright, and Hackney.

Referred to: Appropriations.

February 7, 2001

A BILL TO BE ENTITLED

1
2 AN ACT TO DIRECT THE DEPARTMENT OF INSURANCE AND OTHER
3 ENTITIES TO IMPLEMENT AN OUTREACH STRATEGY TO INFORM THE
4 PUBLIC ABOUT LONG-TERM CARE FUNDING AND PAYMENT OPTIONS.

5 The General Assembly of North Carolina enacts:

6 **SECTION 1.(a)** The Department of Insurance, in conjunction with the
7 Department of Health and Human Services' Division of Aging and Division of Mental
8 Health, Developmental Disabilities, and Substance Abuse Services, and other
9 appropriate entities or groups, shall implement outreach efforts to inform the public
10 about long-term care funding and payment options. The efforts shall include
11 information on the following:

- 12 (1) What long-term care services are covered by Medicare or Medicaid.
- 13 (2) What services must be paid for in whole or in part by the individual.
- 14 (3) The average premium cost for private long-term care insurance and
15 what services the long-term care insurance covers.
- 16 (4) Any other information that might be useful to consumers in planning
17 for and securing long-term care services.

18 **SECTION 1.(b)** Outreach efforts shall be targeted to:

- 19 (1) Employers.
- 20 (2) Persons who comprise the "baby boomer" generation.
- 21 (3) Financial advisors.
- 22 (4) Certified Public Accountants.
- 23 (5) Banks.
- 24 (6) Advocacy groups and associations that represent senior citizens and
25 persons with disabilities.
- 26 (7) The legal profession.
- 27 (8) Any other individuals or entities identified as having an interest in
28 information about long-term care.

1 **SECTION 1.(c)** Outreach strategies shall include:

- 2 (1) Community education, including integration into pertinent community
3 college curricula on estate and financial planning.
4 (2) The Internet.
5 (3) Mass media.
6 (4) Information about the Seniors Health Insurance Information Program
7 (SHIIP) in the Department of Insurance.

8 **SECTION 2.** Not later than March 1, 2002, the Department of Insurance
9 shall report on the implementation of long-term care outreach efforts to the Senate and
10 House of Representatives Appropriations Subcommittees on General Government and
11 Health and Human Services, and to the Fiscal Research Division of the Legislative
12 Services Office.

13 **SECTION 3.** There is appropriated from the General Fund to the
14 Department of Insurance the sum of two hundred sixty-eight thousand dollars
15 (\$268,000) for the 2001-2002 fiscal year and the sum of two hundred sixty-eight
16 thousand dollars (\$268,000) for the 2002-2003 fiscal year to implement the long-term
17 care outreach efforts required by this act.

18 **SECTION 4.** This act becomes effective July 1, 2001.