

Magnolia LTC Management Services Announces Launch of New Website

SANTA ROSA, Calif., August 25 – Magnolia LTC Management Services Inc. (Magnolia), a firm specializing in claims administration and risk management for the long-term care industry, is pleased to announce the launch of its new website at www.magnolialtc.com. The completely redesigned site highlights Magnolia’s range of insurance program management services, provides new points of interest and improved navigation.

“We’re really excited about our new website,” says Magnolia Business Development Manager Chet Laws. “The response from the senior care industry has been overwhelmingly positive. People like the simplified navigation, the clean interface and the design is easy on the eyes. We feel the new look better reflects our innovative and personalized approach to long-term care insurance program management.”

The website features a new, attractive design and updated information on the solutions provided by Magnolia. The site also includes a list of upcoming senior care industry events, partner success stories and a login path for the Magnolia Analysis Risk System (MARS) – a cutting-edge risk management software program designed to save clients time and money.

“The success stories are one of my favorite features of the new site,” says Robert Bates, president of Magnolia. “They give clients an inside look into what we’re really all about. Many people don’t realize that beyond insurance company management, we’re able to offer risk management, loss control and claims administration services on an unbundled basis for agencies, brokers and care facilities. Our new site does a great job of illuminating the wide range of solutions available for anyone – not just Continuing Care members.”

Magnolia is the program manager for Continuing Care Risk Retention Group (CCRRG), a member-owned mutual insurance company providing professional and general liability insurance to long-term care facilities throughout the U.S. The staff of Magnolia has more than 100 years of experience as long-term care and insurance professionals. They understand the challenges of the industry and use their collective knowledge to reduce risk and liability for CCRRG and their insured member-owners. Magnolia performs policy underwriting and administration, risk management, claims administration and regulatory reporting for CCRRG as well as other companies. Magnolia also provides oversight of all accounting functions and board presentations, investment of funds and grants broker appointments.

For more information about Magnolia and CCRRG, please contact Chet Laws at:

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