

› The Changing Landscape of Long-Term Care Planning

LTCi Remains Firmly Rooted as a Viable Option

Even though the long-term care planning landscape is changing, there's one thing that's stayed the same. A traditional LTCi policy remains a viable way for your clients to protect themselves from the risk of needing LTC services.

Consumers today have more choices than ever before when it comes to funding potential long-term care services. While other funding vehicles may be good options for some people, a traditional LTCi policy continues to be the best option for many of your clients.

70%
The percentage of people turning age 65 who can expect to use some form of long-term care during their lifetime.

(Source: ltc.gov)

ADVANTAGES OF OWNING A TRADITIONAL LTCi POLICY

- › The least expensive way to fund long-term care services, providing strong value for the consumer
- › Benefits are more comprehensive and generous than those provided by combined products
- › Flexible policies provide coverage during the progression of care
- › Provides known coverage amounts on day one
- › Prevents having to liquidate assets to pay for care
- › Includes additional benefits such as care coordination
- › Benefits can grow over time with inflation protection options
- › Premiums are tax deductible
- › Policies may be partnership qualified

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A traditional LTCi policy is significantly less expensive than any other alternative on the market today.

TARGETING THE RIGHT PEOPLE

Based on a snapshot of our own policyholders, we know LTCi buyers share these similarities:

- › Female, age 50 to 65
- › Household income of \$50,000 to \$250,000
- › Married with adult children
- › Working in a white-collar profession; not yet retired
- › College educated
- › Living in a metropolitan area with a population of at least 250,000
- › A homeowner with 11 or more years in the current residence
- › A “planner” who is interested in financial issues; owns life insurance and other conservative investment products
- › Family oriented
- › Exposed to LTC issues; knows someone (a family member or friend) who has needed LTC services
- › Research oriented; an online user; self-educated about LTCi



THREE REASONS PEOPLE BUY LTCI

- Family** – They don't want their kids to have to take care of them. The last thing most people want is to become a burden to their family.
- Home** – They want to avoid going to a nursing home. Most people prefer to get the care they need in the comfort of their own home.
- Nest Egg** – They don't want to risk spending the assets they've worked a lifetime to accumulate to pay for LTC services.

A traditional LTCi policy remains an important element in a sound financial plan.