

LTC News

October, 2011 Edition

All that waste of a liberal arts education, all those years of Latin, you'd think we know when the "Ides" fall -- about the same time as the leaves leave... but so much for fooling around, welcome to Fall, you know what comes next and it won't be pretty! Right -- no NBA and the Bills in the playoffs --

Carrier News

- **Genworth** -- busy, busy -- **MARK NOV. 21 ON YOUR CALENDAR!!** If you haven't written all those illustrations you've scattered hither and yon (there's Liberal Art rearing his ugly head...) for all things Genworth, sorry, too late! November 21 marks the date you must write a whole new product, yes, for the NY State Partnership also! We have not yet seen pricing for New York, we do know that the new "non" Partnership product eliminates both Classic Select and Privileged Choice, and creates a hybrid model called "Privileged Choice Flex" for more efficiency (not to mention more premium for all those nifty riders) while granting "now" benefits to policyholders. "Now" is defined as the ability to access a Wellness program through the Mayo Clinics, for example, while you're healthy, for you and your family.
 - So -- not only is November "Long Term Care Insurance Month" when we're supposed to concentrate on this product 24/7, it's an opportunity to encourage your clients to purchase an important piece of their retirement security puzzle -- before the price goes up thanks to Genworth bringing a new generation of policies on board -- before the price goes up because we will be increasing the minimum daily benefit in January for the Partnership anyway -- before the price goes up because your client is no longer preferred... do you sense a trend here...
 - We have been promised more information "30 days in advance" of launch date and will pass that along with our November newsletter!
- Genworth has also updated underwriting, moving the phone interview to older applicants ages 65-71 and opting for medical records for younger applicants; this carrier has been obtaining prescription drug reports for younger applicants, and for those who have not seen their doctor for a while, and will continue that practice. And yes, that phone interview does include a cognitive screen that I can tell you, for sure, I cannot pass.
- **John Hancock** also has new product on the market, Custom Care III -- and those producers who were in the throes of writing Custom Care II have already been contacted -- because, because -- this carrier gave us notice, dated Sept. 16, that the old applications had to be signed before Sept. 18, and received in Boston by Sept. 19 -- no fire sales here, just the smell of burning rubber, but then, Hancock hasn't been competitive premium-wise for a while now...
 - Hancock has also issued some new underwriting guidelines, adding conditions to the "uninsurable" list, updating other conditions

Side Bar: To all producers -- a carrier does not need to pass underwriting revisions by your state insurance department, they can change on a minute's notice, as soon as they see more claims than the actuaries predicted (you know those guys with the great sense of humor who sit around telling arcane jokes about morbidity, mortality and the cost of cigarettes in 1954...) -- as soon as there's a spike above the norm underwriting will adjust to shut the barn door. Your client's health can also change on a dime, so be smarter than a 5th grader, purchase your LTCI while you're still healthy -- and no, it probably won't happen to you, but then again it never does. You get sick, the "long term care event" happens to your family.

- **Med America** has a new agent website, pretty cool, very clean and easy -- log in if you're an agent with this carrier, take a look-see -- this carrier also has announced an update in their contracting process but woefully not an improvement -- for all GA's who sneak a peek at this newsletter for all the great ideas I've got one more for you -- Med America remains one of the last carriers on the planet where you can lock up a producer who produces nothing and throw away the key -- for 6 months at least -- heh, heh... most carriers see this as a total waste of time, effort, money, staff, appoint only when business comes in -- thankfully not Med America!
- **Med America** is also introducing a new product line, called "Transitions" or as they refer to it -- "LTC Lite." While this product qualifies claims based on the criteria of a LTCI policy (2 activities of daily living or cognitive impairment) it does not require a 90-day certification or a plan of care, which means it will not be "tax-qualified." The product is designed to assist clients who want to supplement existing LTCI coverage, or who find the cost of LTCI either unaffordable or just more than they want to spend (you know, like \$20 panty-hose) -- benefit periods are short (100, 200 or 360 days), but a client may buy up to \$300 in daily coverage. More on this product as it is approved in more states, and we wish Med America luck with NY....
- **Prudential** is offering a 5% discount to any producer who writes a LTC3 policy on himself. Mrs. Producer or Mr. Partner too...
- **Met Life** -- continues their current round of premium rate increases, all producers with Upstate have been given the information concerning all VIP policies written which are impacted by this increase; so far, like all other premium rate increases, not too many questions from clients but then most of these increases aren't effective until next year.
 - Met also has terminated their group LTCI contract with Eastman Kodak. We told you so. Oh, and they've asked for a 45% premium rate increase -- however, as I informed someone who has this policy, "if NY gives them 45% I'll paint your house."

Side Bar: To all producers -- group long term care is recommended for actively-at-work clients who are otherwise uninsurable for LTCI. Healthy clients who purchase this product, and then fail to convert to a good individual plan once they retire, put themselves not only at the mercy of their employer and whatever might be happening in that economic environment, but at the mercy of a carrier who no longer wants this business on their books.

Upstate News

Watch for our new and improved website -- and especially for our non-NY producers, you will be happy to learn that we are abandoning (sob) our gritty little LTC search engine in favor of i-pipeline for LTC. One more good reason to work with Upstate!

Meetings, Continuing Education, Webinars, Learning Opportunities

October 12 Prudential Worksite Market webinar with Phyllis Shelton -- 12 Noon EST

October 13 Prudential 3-Part "Evolution" teleconference series -- Meeting #1 -- How it Works --

Meeting #2 (Maximizing the Value) is scheduled for Oct. 20 and
Meeting #3 (Sales Ideas and Concepts) will be held Oct. 27

October 13 Women in Insurance & Financial Services -- Lunch Meeting, Assemblyman Mark Johns, featured speaker

Locust Hill Country Club -- contact robyn922@hotmail.com for additional details and to sign up

October 18 Med America Transitions Training -- 3pm EST -- other training sessions scheduled for

Nov. 1, Nov. 15, Nov. 29, Dec. 6 and Dec. 20 -- this product is currently approved for sale in GA, KY, NC and SC

October 25 The New York State Partnership Certification -- Albany, NY -- 10:30 am -- 875 Central Ave., Albany, NY --

Go to www.nyspltc.org for sign up information, course study materials -- 8 hours of CE plus a valuable certification --

Best to go to Albany before the snow flies for those who have been waiting for this crew to venture forth...

Nov. 9 FPA Meeting -- "2011 Tax Update" presented by Antoinette Spina, CPA

2 hours of CE for CFP, CPE -- filed for NY Insurance CE, not yet confirmed
8:00 -- 10:30 -- Locust Hill CC -- admin@nyfpa.org for registration information

Dec. 1-2 "2 Days Changed My Life" with Harley Gordon -- an opportunity to get your CLTC at the hands of the master...

Canisius College, Amherst, NY -- NYS Insurance CE, CFP and PACE credits
available

mktnng@ltc-cltc.com to enroll, request information

For all sessions shown above where contact information has not been provided, contact Upstate and we will be happy to set you up with the required codes.

Other Tidbits and Trivia

- CLASS may be the student left behind -- the actuary is gone, took his joke book with him because if there ever was a joke... sorry! We were looking forward to all of the wonderful publicity this new entitlement would bring, the opportunity, just like when a major employer announces they're bringing in group LTCL, to educate our clients, and get something really useful into their portfolio of insurance products -- but no, CLASS is maybe gone, maybe just back-shelved, too bad since the premiums that were projected to be collected were supposed to pay for health care reform... now who's going to pick up that tab?
- \$459 Billion -- with a B -- the economic value of unpaid family care-giving in the USA in 2009. One in four Americans acted as a care giver that year, but you're right Mr. Ostrich-of-a-Client, this won't happen to you..
- And lastly, where has the TV guide gone to in the local fish-wrapper? No Monday Night Football??

So have fun out there, we're enjoying a beautiful autumn season so far, leaf-looking on the wine trail is an excellent work-out, don't let anybody tell you otherwise!

"I want to put a ding in the universe." -- Steve Jobs

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