



HAVE THE LTC CLIENT CONVERSATION AT ANY LIFE STAGE

LONG-TERM CARE INSURANCE: A LIFELINE, NOT A LUXURY

There's no denying the importance of the long-term care (LTC) insurance discussion. But it's also important to consider the different concerns clients can bring to the table based on what stage of life they're in. Read on for the specific concerns for different age groups as well as ideas on how to tailor-fit each LTC conversation to the right demographic.

Individual Traditional LTC Insurance Age of Buyers (%)	
Age 40 or Under	6%
41-49	11%
50-69	78%
70 or Over	5%

Source: American Association for Long-Term Care Insurance, 2024, www.aaltci.org.



Underwritten by
Mutual of Omaha Insurance Company



Meet Staci

Staci is a healthy and active 45-year-old nurse with a parent who has recently entered skilled nursing care. Acutely aware of how the high cost of care has impacted her family, she's considering purchasing a long-term care policy. While she understands the basics of long-term care insurance and why it's important, she wonders if it's too early to begin investing in a product she hopes won't be needed for a while. **Staci wants to know ...**

What advantages do I have if I purchase a policy now?

Purchasing a long-term care insurance policy when you're young and in good health helps to ensure you qualify for coverage. You may even be eligible for a 15% premium allowance just for being healthy!

Why not wait 5, 10 or even 15 years until I'm closer to needing LTC insurance?

Good health matters as much as cost, and delaying coverage can not only increase your premium expense, it can limit your future options. It can be hard to envision poor health when you're young and active, but unpredictable changes in your health down the line could end up making you uninsurable.



Meet Barb and Bill

Married couple Barb, 51 and Bill, 56 are both nearing retirement and are looking forward to making the most of their golden years. They're interested in purchasing long-term care insurance for the first time and are just learning about the discounts available for couples who enroll together. **They ask ...**

Why does buying our policies together make sense?

Couples who are both issued long-term care insurance from Mutual of Omaha receive a 15% premium allowance on their policies. Not only do both parties receive a 15% premium allowance, they have greater flexibility within the policies to tap into the other person's benefits.

How could the Shared Care Rider benefit us?

The Shared Care Rider may provide greater flexibility by allowing access to one another's pool of benefits. If one spouse exhausts their benefits while still needing care, you may be able to access your partner's benefits. Should you or your spouse pass away without using all the benefits, the surviving spouse will inherit the remaining policy limit with no effect on premium.



Meet Carl

Carl is a 65-year-old retiree who recently qualified for Medicare. A homeowner on a fixed budget, Carl wants to make sure that LTC is a necessary expenditure. **Carl asks ...**

Why do I need long-term care insurance if I am already covered by Medicare?

Medicare is health insurance and may not cover what you think it does. It is limited only to helping people get back on their feet after an illness or injury.

You mean my Medicare won't pay for long-term care?

Many people mistakenly believe that Medicare will pay for long-term care needs, but in reality, it only provides limited coverage for a short period of time.



Meet Ned

Ned is an active 70-year-old grandparent who has carefully planned and grown his assets. Ned has a life insurance policy with Mutual of Omaha that includes an LTC rider. He wants to make the best plan for his long-term care, while also protecting the nest egg he hopes to pass down to his loved ones. **Ned is wondering ...**

What advantage would I get from adding a traditional long-term care policy? Isn't the LTC rider from my life insurance policy enough?

Purchasing an additional, traditional LTC policy strengthens the pool of dollars available to pay for long-term care services when they become necessary. Should you need to tap into benefits, you have the ability to draw from your traditional LTC policy first. Then, if additional care is needed, you can tap into the LTC Rider on your life insurance. This offers you flexibility and peace of mind knowing you have a robust strategy in place to help pay for care while also helping to protect the nest egg for your beneficiaries.

How does this strategy protect the legacy I want to leave to my children and grandchildren?

Drawing from a traditional LTC policy's benefit first allows you to have funds available that don't impact the death benefit available through your life insurance. Your death benefit will only decrease once you begin to draw from your life insurance's LTC Rider.



Key Takeaway: Your clients come from various walks of life — whether it's a Staci or a Ned, Barb and Bill or Carl. Knowing what solutions are available at different stages of life can help you be better prepared to talk about the benefits of long-term care insurance at any stage.

Why Mutual of Omaha

Over 50 years of Mutual of Omaha's Wild Kingdom taught us that the animal kingdom and the human kingdom have something in common ... an instinct to protect what matters most. Through insurance and financial products, we help people protect their lives, protect their families, protect their kingdoms.

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