# Long Term Care Awareness Month

Bye-bye Halloween, Hello Election Day, Thanksgiving and outdoor Christmas lights (not necessarily in that order), and steadily decreasing sources of sunlight! Although, it looks like whatever is happening to the planet might not only mean we'll have waterfront property in Pittsford, but maybe a lingering warm weather pattern for November. Or not. It's Upstate New York after all.

**Carrier News**

- **Genworth** is introducing a new Family Caregiver benefit for existing policyholders. Woo to the hoo. November is also "Family Caregiver Month," so this news is timely. The term "qualified" is scattered throughout the announcement, to be determined and communicated as this program rolls out, state by state. It does not appear to mean the family member must be licensed and certified, but not being a mind-reader I don't want to get ahead of my skis. Suffice to say the carrier's language indicates a desire to acknowledge the contributions of the 59 million Americans currently providing care, the lack of licensed/certified caregivers nationally, and the reality that "long term care insurance should reflect how care is delivered today," according to Elizabeth Chu, Chief Product Officer at Genworth Insurance.
- **John Hancock** has released the 2026 Longevity Preparedness Index, research conducted at the MIT AgeLab and other global universities and organizations. We know, but systems, policies, workplaces and support have not kept pace. Maybe next year 🙂
- **National Guardian Life** has updated their secure email system, migration complete October 24.

In general, Insurance NewsNet recently confirmed a fact that all producers of long term care insurance have been long aware of, namely, how we all find out that our client has been honored with a premium rate increase, from the client, with rare exceptions not from the carrier. Clients are usually happy to share this good news, but if anyone wants written confirmation from the carrier you are entitled to it. Having a problem? Let us know and we'll get it for you.

**Medicare AEP** is in full gear — this is an opportunity to speak with clients about a lot of misinformation. Yes, mainly the things clients assume Medicare covers, where Medicare would beg to differ. Medi-Care is health care. Medi-Caid is "aid" for those who qualify financially (welfare). Knowing the difference is simple, doing something about it not so much. Ask any resident of the now-defunct Waterview Heights nursing home.

Medicare is also using a trial program impacting 6.4 million Medicare beneficiaries, in six states, where AI is being used to approve claims. AI = artificial intelligence. Artificial = fake, not real. Alarmingly high denial rates is the result.

**Meetings, Networking, CE**

- November 4 -- The Community Foundation hosts their annual Celebration of Giving at the Hyatt Regency Rochester, from 5:30 to 8:30 pm. This year's Philanthropy Award honorees are the Purcell Family (Joe U. Posner Founders Award) and Anthony "Tony" Gugino, EVP at Tompkin Financial Advisors (Community Bridge Builder). Reach out to Fallon Tuchrello at ftuchrello@racf.org for additional information.
- November 11 — FPA of Greater Rochester holds their monthly meeting "When Wealth Gets Taxing," presented by Jake Gremza and David Cooperman from Franklin Templeton. 7:45 am registration and breakfast followed by program with 2CE credits for CFP (no insurance credit) — Locust Hill CC, contact rocfpaoffice@gmail.com to register.

**Media, etc. of interest** (an email request gets you a PDF)

Two basic categories of interest this month --

- Dementia — comes in many forms — Alzheimer's is just one
- Caregiving
  - Hidden financial costs
  - Aging life care managers, best kept secret in elder care
  - The 72-hour crisis, the hospital admissions desk
  - Financial Caregiving, a collaboration between Edward Jones and Age Wave
  - Luxury senior housing and senior living, overall occupancy exceeds 90 percent nationally

As we lead up to maybe the second least productive period of the year (not counting March Madness), still time to catch snowbird clients before they escape, to make sure they're set with Medicare changes and coverage, that they have planned for their old age beyond just the investment accounts, and that they know how to keep the GPS set on "south." Quick cognitive test. Go Bills, and whoever else can beat the Chiefs and Patriots, and looking forward to turkey day.

**Your health buys long term care insurance. Your money only pays the premium.**

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