

## Why GoldenCare?

# WELCOME!

Thank you for joining us!

*For audio, use your computer's speakers,  
OR dial in using the number on your screen.*

- Perfect Portfolio of Products
- Superior, Personal Backend Support
- Product and Sales Training
- LTC CEO Selling Tools Software
- GoldenCare Rewards Program
- CSG Actuarial Comparison Tools
- StrateCision Comparison Tools
- Discounted E&O Coverage
- Exciting Promotions On Various Products
- CareOptions Health and Wellness Hub
- Integrity LTC Direct Referral Program
- Coronavirus 6-Pack

## ***Aetna's Recovery Care vs GTL's Recover Cash***

# ***Covid-19's Impact on Maximizing the Importance of LTC***

- **73%** of Canadian deaths attributed to the pandemic were in long-term care and retirement homes.
- Only **3%** of those receiving care at home contracted coronavirus; **1% died**.
- While **37%** of those receiving care in a facility contracted coronavirus; **11% died**.
- You are **11 times more** likely to die in a facility than at home.
- **61%** of people surveyed said they **would rather die** than go into a Nursing Home.
- **87%** of Americans believe it's more important than ever to get care at home.
- **85%** believe it's more important than ever to have a plan for Long-Term Care.
- **81% believe it's important to have Long-Term Care insurance.**
- Social isolation and health & safety concerns are fueling client's fears of being alone in a nursing home when they need care.

*Your clients are waiting for you to mention LTCi as an option to help  
KEEP THEM OUT of the Nursing Home!*

# ***Let's Face It, Clients Are TERRIFIED They'll End Up In A Nursing Home!***



Here a 78 year-old grandmother says goodbye after chatting via cell phone during a through-the-door visit at a local Assisted Living Facility.



**aetna®**

**GTL**

GUARANTEE  
TRUST  
LIFE

*Short-Term Care*

**Aetna's  
Recovery Care**

**VS**

**GTL's  
Recover Cash**

# Product/State Availability

*(confirmed as of 09/01/2021)*

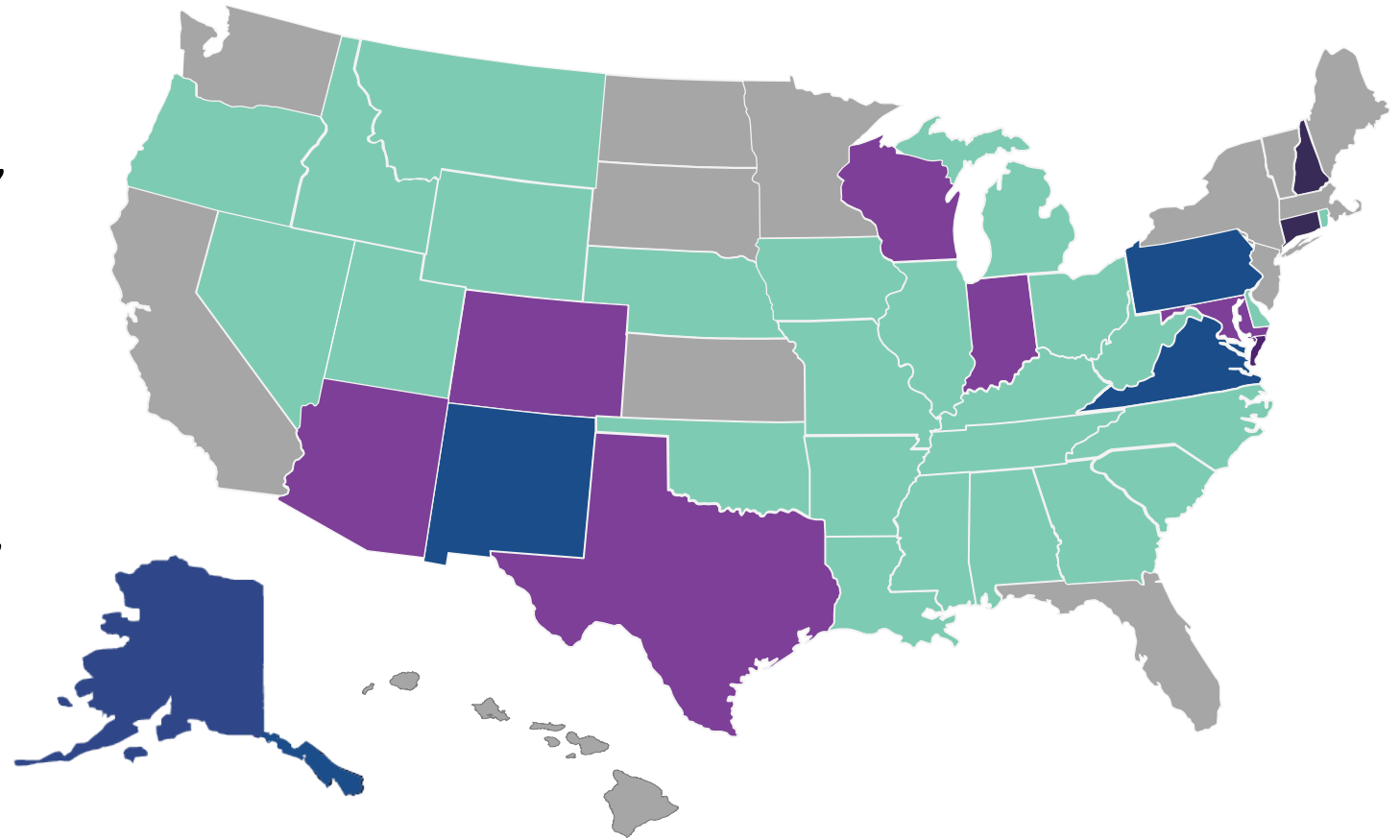
## GTL Recover Cash Availability:

AL, AK, AR, CT, DC, DE, GA, IA, ID, IL, KY,  
LA, MI, MO, MS, MT, NC, NE, NH, NM, NV,  
OH, OK, OR, PA, RI, SC, TN, UT, VA, WV,  
WY

## Aetna Recovery Care Availability:

AL, AR, AZ, CO, DE, GA, IA, ID, IL, IN, KY,  
LA, MD, MI, MO, MS, MT, NC, NE, NV, OH,  
OK, OR, RI, SC, TN, TX, UT, WI, WV, WY

## Both Products Available



# Company Background Information



- One of the nation's leading diversified health care benefits companies
  - > serving an estimated 46.7 million people with information and resources to help them make better informed decisions about their health care
- The Aetna Family of Companies is rated “**A (Excellent)**” by A.M. Best
- Now combined with CVS Health, bringing together capabilities of two leading organizations to establish innovative, consumer-centric health care





# Company Background Information



- Founded in 1936, GTL's current financial condition is the strongest ever enjoyed
  - > In 2020, GTL posted a \$31 million operating gain while growing surplus by 21%, assets by 9%, and reserves by 5 %
  - > Net premium of \$234 Million
- AM Best upgraded Guarantee Trust Life Insurance Company's Financial Strength Rating to "**A- (Excellent)**" with a stable ratings outlook. (July 2019)
- Industry-leading insurance products, partnerships with TGen, Mayo Clinic

# Policy Basics

**Aetna**

**GTL**

**Ages 50 - 89**

**Issue Ages**

**Ages 40 - 84**

**A (Excellent)**

**AM Best Rating**

**A- (Excellent)**

**\$10 - \$300 per day**

**Nursing Home/Assisted Living Benefits**

**\$50 - \$300 per day**

**90, 180, 270, 360**

**Benefit Period Options (Days)**

**30, 45, 60, 90, 180, 360**

*Lifetime Max = Benefit Period x 2*

*Lifetime Max = Benefit Period x 2*

**0, 20 or 100**

**Elimination Period Options (Days)**

**0 or 20**

**\$10 - \$300/day confined**

**Hospital Indemnity Benefit**

**N/A**

*up to 20 days per period of care,  
lifetime max of 365 days*

**Yes, after 6 months\***

**Restoration of Benefits**

**Yes, after 6 months**

**Indemnity**

**Benefits Paid As**

**Indemnity**

*\* Certain criteria must be met.*

*Availability & Benefits may vary by state. See carrier literature for full details.*



# Policy Basics (Continued)

**Aetna**

**GTL**

**2 of 6 ADLs or Cognitive  
Impairment**

**Benefit Triggers**

**2 of 6 ADLs or Cognitive  
Impairment**

**No**

**Annual Policy Fee**

**Yes**

**Yes**

**Bed Reservation**

**No**

**No**

**Spousal Discount**

**Yes**

**Annual: 1.0  
Semi-Annual: 0.52  
Quarterly: 0.265  
Monthly: 0.8333**

**Premium Modal Factors**

**Annual: 1.0  
Semi-Annual: 0.515  
Quarterly: 0.26  
Monthly: 0.84**

**6-months prior to  
effective date**

**Pre-Existing Condition**

**6-months prior to  
effective date**

*Availability & Benefits may vary by state. See carrier literature for full details.*

# Optional Riders

## Aetna

### **Optional Home Health Care Rider\***

Benefit Options: \$150, \$300, \$450, \$600, \$750, \$900, \$1,050, or \$1,200 per week

Choice of Covered Weeks: 13, 26, or 52 weeks  
(Lifetime Maximum = covered weeks x 2)

*\*Benefit paid for each week insured requires 3 or more professional HHC service visits (1 hour or more per visit) in the home, after meeting Benefit Triggers.*

## GTL

### **Optional Home Health Care Rider**

Benefit Options: \$25, \$50, or \$75 per visit

Choice of Number of Visits: 90 or 180 visits

Elimination Period Options: 0 or 20 days

### **Optional Inflation Rider**

5% Simple or 5% Compound

*Availability & Benefits may vary by state. See carrier literature for full details.*

# Application Processing

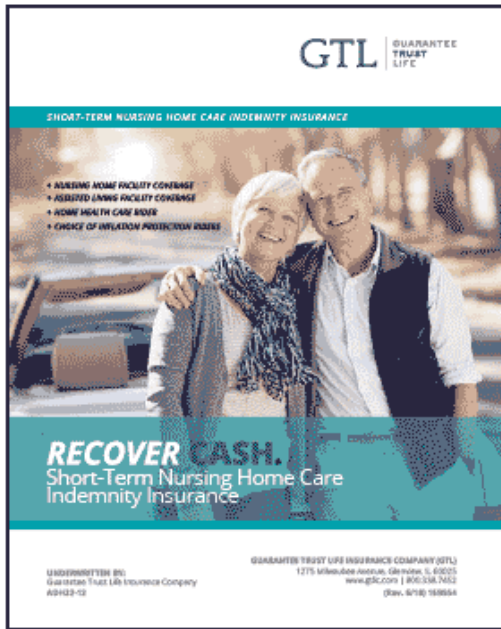
**GTL** paper applications require initial premium (check or money order), otherwise will be returned to agent. Electronic applications (CT) require applicant EFT bank information prior to submission.

**Aetna** will process without premium but coverage will not be effective until premium is applied.

Average STC application processing time for both **Aetna** and **GTL** is between 5 to 12 business days.

# Highlighting the Differences

**GTL's Recover Cash** is one of the few Short-Term Care products on the market currently offering inflation protection.



This is a real advantage for consumers, especially since STC plans rarely offer maximum daily benefits over \$300/day.

Recover Cash information options include:

- 5% Compound
- 5% Simple

**Aetna's Recovery Care** does not offer inflation.

# Highlighting the Differences

**Aetna's Recovery Care** includes a Hospital Indemnity benefit<sup>1</sup>, which pays a daily hospital benefit for confinement, including observation stays.



Benefit options range from \$10 to \$300/day, for each day of confinement, up to 20 days per period of care, with a lifetime max of 365 days.

**GTL's Recover Cash** does not include Hospital Indemnity benefits. For hospital coverage, an Advantage Plus HIP policy can be purchased.

<sup>1</sup> At least one unit (\$10 per day) of Hospital Indemnity must be purchased with the Daily Nursing Facility benefit.

# Highlighting the Differences

## Policy Fees

There is no policy fee on the **Aetna Recovery Care plan** has no policy/registration fee.

A \$25.00 policy fee<sup>2</sup> is included on the **GTL Recover Cash plan**.  
*Applies to each applicant.*

<sup>2</sup> Actual policy fee amount may vary by state.

# Highlighting the Differences

## Spousal Discount

When a couple applies and are both issued a **GTL Recover Cash plan**, a 10% discount is applied to each policy.

There is no spousal discount available on the **Aetna Recovery Care plan**.



# Highlighting the Differences

## Bed Reservation

Over the course of recovery, a short-duration hospitalization can sometimes leave the insured with no bed to return to:

**Aetna's Recovery Care** includes a 10-Day Bed Reservation with the Nursing Facility/Assisted Living Benefit.

**GTL's Recover Cash** does not include a bed reservation benefit.

# Highlighting the Differences

## Licensing & Appointment Processes

**GTL** has been in our portfolio for years; many already appointed for other products. Adding **Recover Cash STC** is quick & easy, often requiring only a single-page addendum.

Typical appointment process takes 1-2 weeks.

Only one state (PA) requires pre-appointment.

GTL pays for the 1<sup>st</sup> state appointment once business is submitted.<sup>3</sup>

Renewal fees billed to agent or their upline (if applicable).

Direct deposit required; name on voided check must match name.

<sup>3</sup> Except in Pennsylvania.

# Highlighting the Differences

## Licensing & Appointment Processes (continued)

**Aetna's** appointment process is lengthy, arduous process. Historically we've seen it take between 5 weeks to several months.

Aetna/Continental does not accept emailed contracts, only faxes.

10 states require pre-appointment

Direct deposit for commissions is not required.

Does not allow dual hierarchies.

# Highlighting the Differences

## Underwriting Requirements

**GTL's Recover Cash** application includes 11 Yes/No health questions. A build chart and Rx check is utilized for all applicants, and a phone health interview for applicants 75+ (or younger applicants at the underwriter's discretion).

**Aetna's Recovery Care** does not use a build chart. Application includes 7 Yes/No health questions, and underwriting involves an Rx check. Phone interview for-cause only.

# Highlighting the Differences

## Application Processing

**Aetna's Recovery Care** applications will be marked incomplete & returned if more than 3 missing requirements (including dates or illegible handwriting).

**Note:** the HIPAA authorization *is not* included in App Packs but will delay processing as a missing requirement if not provided.

**GTL's Recover Cash** applications can continue to be processed as missing requirement(s) are collected, but policy-issue will be delayed until all are satisfied.

# How the Premiums Compare

Let's take a look to see how premiums compare. The following premium examples are based on a Single Female, Age 51, Non-Tobacco:

## **Aetna's Recovery Care**

\$200/day, 360 benefit period, 20-day elimination period:

> **\$477 annually**

+HHC Rider, Max Benefits

> **\$904 annually**

## **GTL's Recover Cash**

\$200/day, 360 benefit period, 20-day elimination period, plus \$25 policy fee:

> **\$433 annually**

+HHC Rider, Max Benefits

> **\$487 annually**

# Special Offer For Attendees!

For attending today's presentation, GoldenCare is pleased to offer you complimentary access<sup>4</sup> to our STC Comparison Tool (StrateCision)!

Both products featured in today's presentation are available to quote & compare!

To get started, visit our agent site, [www.goldencareagent.com](http://www.goldencareagent.com) and choose "StrateCision Login" from the drop-down under Tools.

The image shows two screenshots from the StrateCision website. The left screenshot is the 'Agent/User Information' form, which includes fields for Agent Name, Address 1, Address 2, City, State, Zip, Phone, Fax, and Email. Below these fields are radio buttons for 'WebQuote' (selected) and 'WebA', a 'Tutorial' button, and a 'Last Updated: Apr 15, 2016' timestamp. The right screenshot is a 'Long Term Care Premium Comparison' table dated 06/09/2016. It compares four policies: Mutual of Omaha MutualCare Lifetime Protection, John Hancock Performance LTC, Genworth Independent Senior Plus & Enhanced, and GoldenCare. The table lists various features like Cost, State Age, The Qualified, Underwriting Code, Priority Care Benefit, Priority Death Benefit, Under Care Day Benefit, Monthly Care Cost, GoldenCare Death Benefit, Infection Protection, Agency Enrollment Period, Care Day CC Care Benefit, Respite Care, Return of Premium, Market Discount, Re-entry Option, Waiver Period, Partnership Plan, Gender, Policy, Premium, Death Benefit, and Coverage. The GoldenCare policy is highlighted in the table.

Policy	Mutual of Omaha MutualCare Lifetime Protection	John Hancock Performance LTC	Genworth Independent Senior Plus & Enhanced	GoldenCare
Cost	Fixed Cost	Fixed Cost	Fixed Cost	Fixed Cost
State Age	65	65	65	65
The Qualified	Yes	Yes	Yes	Yes
Underwriting Code	Standard	Standard	Standard	Standard
Priority Care Benefit	100	100	100	100
Priority Death Benefit	100 Years	100 Years	100 Years	100 Years
Under Care Day Benefit	100%	100%	100%	100%
Monthly Care Cost	Monthly	Monthly	Monthly	Monthly
GoldenCare Death Benefit	Death	Death	Death	Death
Infection Protection	No Coverage	No Coverage	No Coverage	No Coverage
Agency Enrollment Period	10 days	10 days	10 days	10 days
Care Day CC Care Benefit	Yes	Yes	Yes	Yes
Respite Care	Coverage	Coverage	Coverage	Coverage
Return of Premium	Yes	Yes	Yes	Yes
Market Discount	One Percent	One Percent	One Percent	One Percent
Re-entry Option	100%	100%	100%	100%
Waiver Period	100%	100%	100%	100%
Partnership Plan	Yes	Yes	Yes	Yes
Gender	Male	Male	Male	Male
Policy	Monthly Premium \$1000.00	Monthly Premium \$1000.00	Monthly Premium \$1000.00	Monthly Premium \$1000.00
Premium	\$1000.00	\$1000.00	\$1000.00	\$1000.00
Death Benefit	\$1000.00	\$1000.00	\$1000.00	\$1000.00
Coverage	Coverage	Coverage	Coverage	Coverage

<sup>4</sup> 30-day Free Trial provided to non-appointed agents.



## Why GoldenCare?

*Thank you for  
joining us today!*

*For attending, we will send the CE Voucher, copy of  
these presentation slides, and more!*

*Watch your inbox for our email!*

- Perfect Portfolio of Products
- Superior, Personal Backend Support
- Product and Sales Training
- LTC CEO Selling Tools Software
- GoldenCare Rewards Program
- CSG Actuarial Comparison Tools
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