

> LTCi Sales Ideas

CASH AND REIMBURSEMENT...THE BEST OF BOTH WORLDS

When the time comes to use a long-term care insurance policy, it's good to have choices. That's why it's important that the policy your clients select today is flexible enough to meet their needs tomorrow.

THE NEED

No one knows what the future holds. Some people need help with everyday activities so they're able to stay at home. Others need a higher level of care only an assisted living facility or nursing home can provide. Whatever the need for care, they want to know their long-term care policy will work the way they want and need it to.

TODAY'S REALITY

When families gather to make tough decisions about the long-term care needs of a parent, typically their goal is to find a way to keep their loved one at home. And even though family members may step in to help, there often are costs associated with the care they provide. For example, an adult child may have to miss work or take a leave of absence to care for a parent. If children don't live nearby, there may be expenses for travel. Or they may need to hire a housekeeper or someone to make sure their parent is taking medications properly and getting to and from doctor's appointments.

THE SOLUTION

Mutual of Omaha's long-term care policies not only help people pay for the care they need, they also allow people to choose how to receive policy benefits – either cash up front or reimbursement for their long-term care services. Having both a cash and reimbursement benefit in one policy gives insureds and their families the freedom and flexibility to manage care options and control how policy benefits are spent. *(continued on back)*



LEARN MORE!

- > You'll find details about Mutual of Omaha's LTCi products on Sales Professional Access
- > Go to mutualofomaha.com/sales-professionals and select the long-term care page

THE SOLUTION *(continued)*

Here's how it works:

Cash – A built-in cash benefit provides a percentage of the home health care benefit (30 or 40 percent, depending on the policy selected). There's no elimination period to satisfy. And the cash can be used to pay any cost associated with a long-term care expense. Often, that can give families the time they need to develop an appropriate, long-term plan of care.

Reimbursement – As the need for long-term care services increases, the insured may choose a traditional reimbursement benefit. After satisfying the elimination period, the insured is reimbursed for eligible long-term care expenses, up to the policy's maximum monthly benefit amount. Keep in mind that days in which the cash benefit is paid do not count toward satisfying the policy's elimination period for reimbursement benefits.

The Flexibility of Cash and Reimbursement – Having both options in one policy gives insureds the best of both worlds. Mutual of Omaha's long-term care policies allow insureds to select whichever benefit option meets their immediate needs (cash and reimbursement benefits are not payable at the same time). They also have the ability to switch between cash and reimbursement benefits at any time.

MEET SANDRA

Sandra lives alone and wants to be able to remain in her home as long as possible. Her daughter lives in a nearby state and has her own family and career obligations, which means she won't be readily available to help her mother when needed. Sandra purchased a long-term care policy that includes both cash and reimbursement benefit options. She's confident that will give her the flexibility she needs. Here's how:

- When Sandra recognizes she needs help and qualifies for benefits under her policy, she chooses the cash benefit. There's no elimination period for her to satisfy, so benefits are payable to her as soon as she meets eligibility requirements
- Sandra uses the cash to pay for the services she needs until her daughter arrives to help determine an appropriate plan of care
- Once they have a plan in place, Sandra can continue receiving policy benefits in cash or she can switch to a reimbursement benefit after satisfying the policy's elimination period. She also has the option to receive a cash benefit one month and reimbursement the next

SALES TIP: FOCUS ON FLEXIBILITY

Having the ability to select how they prefer to receive benefits puts the insured in control. Knowing their long-term care policy will work the way they need it to, no matter what their immediate situation, can provide a measure of calm when life as they know it turns upside down.