LONG-TERM CARE INSURANCE

Condition-Related Marketing: **Breast and Prostate Cancer**

Your client has a history of cancer... what does this mean?

Cancer involves uncontrolled abnormal cell growth due to DNA damage at a cellular level. In the United States, 1 out of 3 women and 1 out of 2 men can expect to develop cancer at some point in their life. Among the most common types of cancer in the United States are breast cancer and prostate cancer.

Fortunately, technology and advances in healthcare have significantly improved survivability due to early detection and more effective treatment therapies. Due to these improvements, our ability to absorb risk as a long-term care insurance (LTCi) provider has expanded. This allows Mutual of Omaha to make offers on more applicants with a history of cancer, particularly those with history of breast and prostate cancers.

Cancer Risk Factors: As part of the application process, we often ask questions about tobacco use, chemical/carcinogen exposure, viruses, hormone therapy, genetics, diet, obesity, inflammatory conditions. This is because not only do we look for a history of cancer, but we also try to identify items that raise the risk of developing cancer in the future.

Cancer Treatment Types: Cancer can be treated in a variety of different ways dependent on tumor type and severity. For breast and prostate cancer, these include surgery, radiation, radiation seed therapy and chemotherapy. In many cases, your client may have been treated with a combination of these therapies.

Breast Cancer Underwriting Tips:

Cancer Stage and Grade: Our underwriting criteria has stability periods based on the stage and grade of the cancer. The higher the stage, the longer the wait. The "clock" for the waiting period begins when the last treatment has been completed.

Post Breast Cancer Treatments: We do accept applicants on post breast cancer therapies such as Tamoxifen and Arimidex. These therapies help prevent recurrence of cancer.

When to hold an application: If your client is scheduled to have some follow-up testing (mammogram, PET scan, etc.), it is recommended to hold off on app submission until these tests have been completed with favorable results.

Prostate Cancer Underwriting Tips:

Cancer Stage and Grade: Like breast cancer, stage and grade plays a role in determining the insurability and stability period required for prostate cancer. The stability period required starts when the last treatment has been completed.

Post Prostate Cancer Therapies: Typically, post cancer therapies are uninsurable. However, in some cases where the individual is over the age of 70, hormonal therapies such as Lupron can be accepted. In addition, Mutual of Omaha now accepts applicants age 65 and older with prostate cancer treated with "watchful waiting." In these cases, the tumor type has been identified as less aggressive.

When to hold an application: If your client is scheduled to have follow-up testing (PSA, MRI, biopsy, etc.), it is recommended to hold off on app submission until these tests have been completed with favorable results.

Planning Corner: Prescreening is Key

A cancer diagnosis is common. As medical advancements continue, testing and therapies are becoming more effective in battling these diseases. With that, our underwriting criteria continue to evolve, oftentimes leading to offering more opportunity to extend coverage.

Our underwriting team encourages you to prescreen any case with a history of cancer so we may advise you on insurability as well as what rates to quote. The more information you can gather, the better.

Remember: The more information you can provide our team when prescreening the better so we can assist in providing an accurate our quote. When it comes to cancer, the stage and grade as well as dates of treatment are key.

You can prescreen your client's medical history at LTCunderwriting@mutualofomaha.com.

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