

> LTCi Sales Ideas

RETURN OF PREMIUM...LIKE A MONEY-BACK GUARANTEE

Seventy percent of people turning age 65 can expect to use some form of long-term care during their lives.

Source: LongTermCare.gov; U.S. Department of Health and Human Services

THE NEED

For most people, the need for long-term care services is real. According to the U.S. Department of Health and Human Services:

- > 69 percent of people need long-term care services for an average of three years
- > 65 percent of people receive care at home for an average of two years
- > 37 percent of people receive care in an assisted living facility or nursing home for an average of one year

With the cost of a semiprivate room in a nursing home approaching \$87,000 per year, assisted living at over \$52,000 per year and a home health aide nearing \$59,000 per year, it's easy to see why people need help paying their long-term care expenses.



TODAY'S REALITY

There's no way to know for certain who will end up needing long-term care services and who won't. It's entirely possible your client may be among the 30 percent of people who live the remainder of their lives without ever needing home health care, assisted living or nursing home care.

So if you have clients who don't want to end up paying premiums for something they may never use, there's a feature of the policy that can help ease their concerns.
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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.

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THE SOLUTION

Add an optional return of premium rider to a long-term care policy. Here's how it works: If the insured dies while the policy is in force, premiums paid minus any policy benefits received by the insured are refunded to the insured's beneficiary.

MUTUAL OF OMAHA OFFERS THREE RETURN OF PREMIUM OPTIONS:

ROP Benefit	ROP Three Times the Maximum Monthly Benefit	ROP if Death Occurs Before Age 65	ROP at Death
How it Works:	Refunds no more than three times the maximum monthly benefit of the policy	Refunds premium if the insured dies prior to his or her 65th birthday	Refunds premium upon the death of the insured
Available On:	MutualCare® Custom Solution MutualCare® Secure Solution	MutualCare® Custom Solution	MutualCare® Custom Solution

SALES TIP: EASE THE CONCERN

There are a lot of reasons people may be skeptical about purchasing a long-term care policy.

- I'm not going to a nursing home – These people are adamant. They're simply not going. Easy to say, but hard to know for sure
- My kids will take care of me – Sounds good, but it may not be realistic. Kids have their own family and work obligations, so they may not be able to provide all the care a parent needs
- I'm healthy so I'll risk it – Burying your head in the sand doesn't alter the reality. Life can change in an instant. An accident or medical diagnosis can happen to anyone at any time

TRY THIS APPROACH:

"No one has a crystal ball to see into the future. Why not make sure you're protected no matter what happens? And if you end up never needing your long-term care policy or you don't use all your policy benefits, the premiums you've paid will be refunded. Think of it like a money-back guarantee."

Sources:

- LongTermCare.gov; U.S. Department of Health and Human Services
- Mutual of Omaha's Cost-of-Care Study; conducted by LTCG, 2015; released April 2016