



Not Contracted Yet? Call us today to boost YOUR sales! 800-842-7799  
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## 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

## *“Missing Link” Consumer Presentation Pro Tips*

# *Do You Realize?*

## *Stats:*

- 61% of people surveyed said they would rather die than go into a Nursing Home?
- Those receiving care at home, only 3% contracted coronavirus; 1% of those people died.
- Those receiving care in a care facility, 37% contracted coronavirus; 11% died.
- In less than 3 months, over 22,000 people died in a Nursing Home in CT, MA, NJ, NY and PA – as a direct result of the pandemic.

*Your clients are terrified at the prospect of going into a care facility!  
Mention LTCi as an option built to keep them OUT of the Nursing Home!*

# The Missing Link In Your Financial Plan!



# Agent's Role

- Understand Long Term Care insurance and the industry
- Research insurance companies and policies
- Represent multiple carriers to offer you coverage to fit your individual needs

***In other words, to look at the things  
you would when “shopping” for coverage!***

# The Steps Of The Process

- Can you qualify for long term care coverage?
- Do you need long term care coverage?
- Educate you about long term care!
- Design an affordable plan for you!
- Start the process for you!

***Does this process sound fair to you?  
May we proceed?***

# Can You Qualify For Coverage?

- Have you been hospitalized in the last five years?
- Are you taking any prescription medications?

***Many can't qualify for coverage!  
They waited too long!***

# Do You Need Coverage?

- State Law requires an agent to determine the suitability of Long Term Care coverage prior recommending the coverage to a client!
- Suitability is determined by considering your:
  - Income
  - Assets
  - Need for the coverage
  - Personal goals

# Doesn't Health Insurance Pay?

- Health insurance and Medicare protects against the cost of treating illness or injury
- Both may cover limited “Skilled Care”
  - Medicare may pay up to 100 days of Skilled Care in a nursing home
- Long Term Care insurance covers the on-going care required by those unable to care for themselves

**Long Term Care Insurance can allow you to be cared for  
in the comfort of your home!**



# Why Is LTCi An Issue Today?

- The “Aging Of America” is causing an increased need for health care
  - 10,000 Americans turn age 65 every day
  - First baby boomer turned age 65 in 2011
  - 2007 to 2030 – 89% increase in 65+ population

***Medicare & Medicaid budgets are in trouble!  
The Government simply can't keep paying  
like they have in the past!***

# Legislative Changes

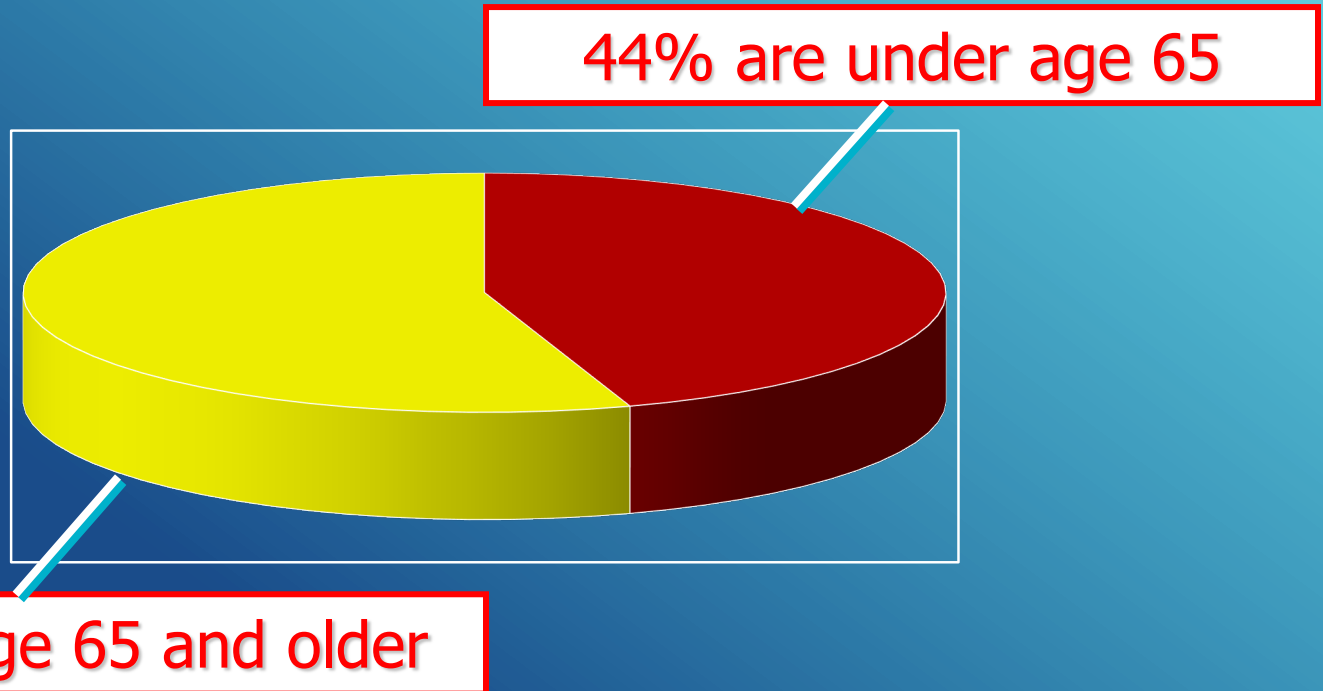
- 2002: Federal Government began offering LTCi coverage to 22M employees, retirees and their families
- Tax Incentives were passed to encourage the rest of Americans to purchase coverage
- States begin to provide tax incentives
- Own Your Own Future campaign
- Deficit Reduction Act of 2005

# Deficit Reduction Act of 2005

- Severely tightened Medicaid rules
  - Extended look-back period on transferring assets
  - Increased penalties for transferring assets
- Authorized State Partnership Plans
  - Gives people an incentive to buy Long Term Care insurance
  - By offering dollar-for-dollar asset protection

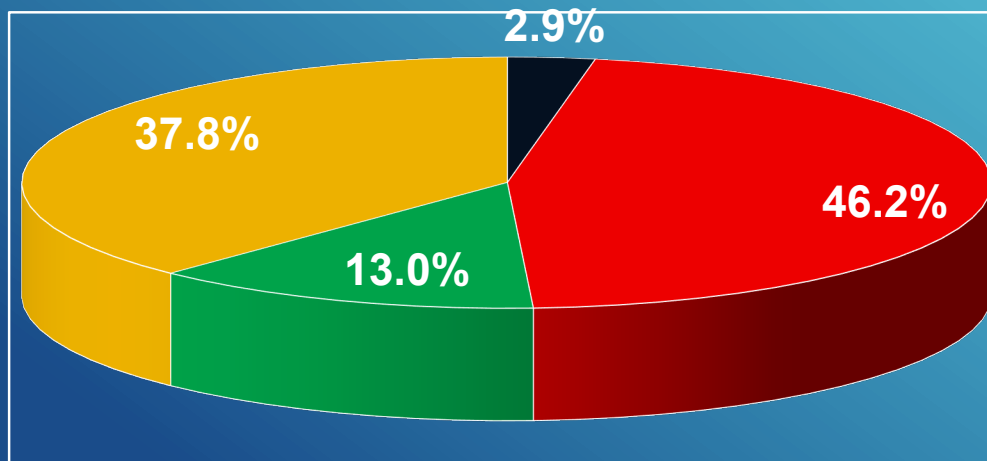
# Who Needs Long Term Care?

(over age 18)



# Where Is Care Provided?

84% receive care in the community!



1.6M in Nursing Homes

8.4M in Community

■ NH: <65 (2.9%)

■ NH: 65 and older (13.1%)

■ Community: <65 (46.2%)

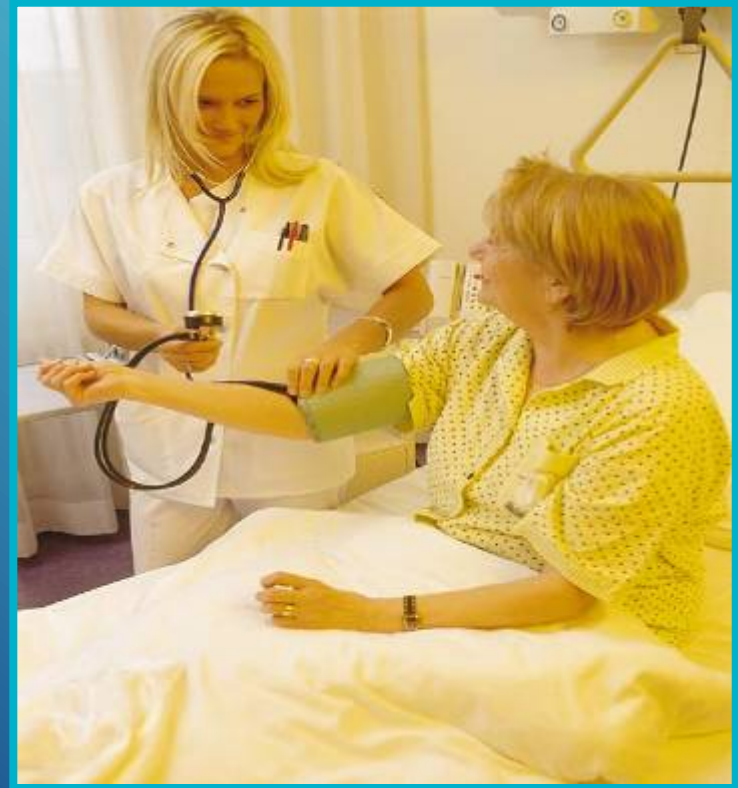
■ Community: 65 and older (37.8%)

# Two reasons people need Long Term Care

## First – Acute Needs

- Medicare uses Diagnostic Related Groups (DRG's)
- Hospitals get paid a set fee depending on diagnosis
- Examples:
  - Cardiac arrest – 3 days
  - Hip fracture – 6 days

***Remember: Most health policies also use methods to limit hospital stays!***





## Two reasons people need Long Term Care

# Second – Chronic Needs

- Alzheimer's and dementia
- Chronic arthritis
- Osteoporosis and/or broken bones
- Diabetes, kidney and circulatory problems
- Major strokes



***Can you see where you could face an acute or chronic situation at some point in your life?***

# Here Are The Odds...

- 70% of people over age 65 will require some long term care services at some point in their lives<sup>1</sup>
- Woman are especially at risk. At age 65, they have a 79% chance of needing care<sup>2</sup>
- Married couples have over a 90% chance that one of them will need care<sup>1</sup>

1 U.S. Department of Health and Human Services, The Basics, Who Needs Care, [longtermcare.gov/the-basics/who-needs-care.html](http://longtermcare.gov/the-basics/who-needs-care.html)

2 “Long Term Care; A Women’s Issue” Kathleen Connell, AARP Website 2012



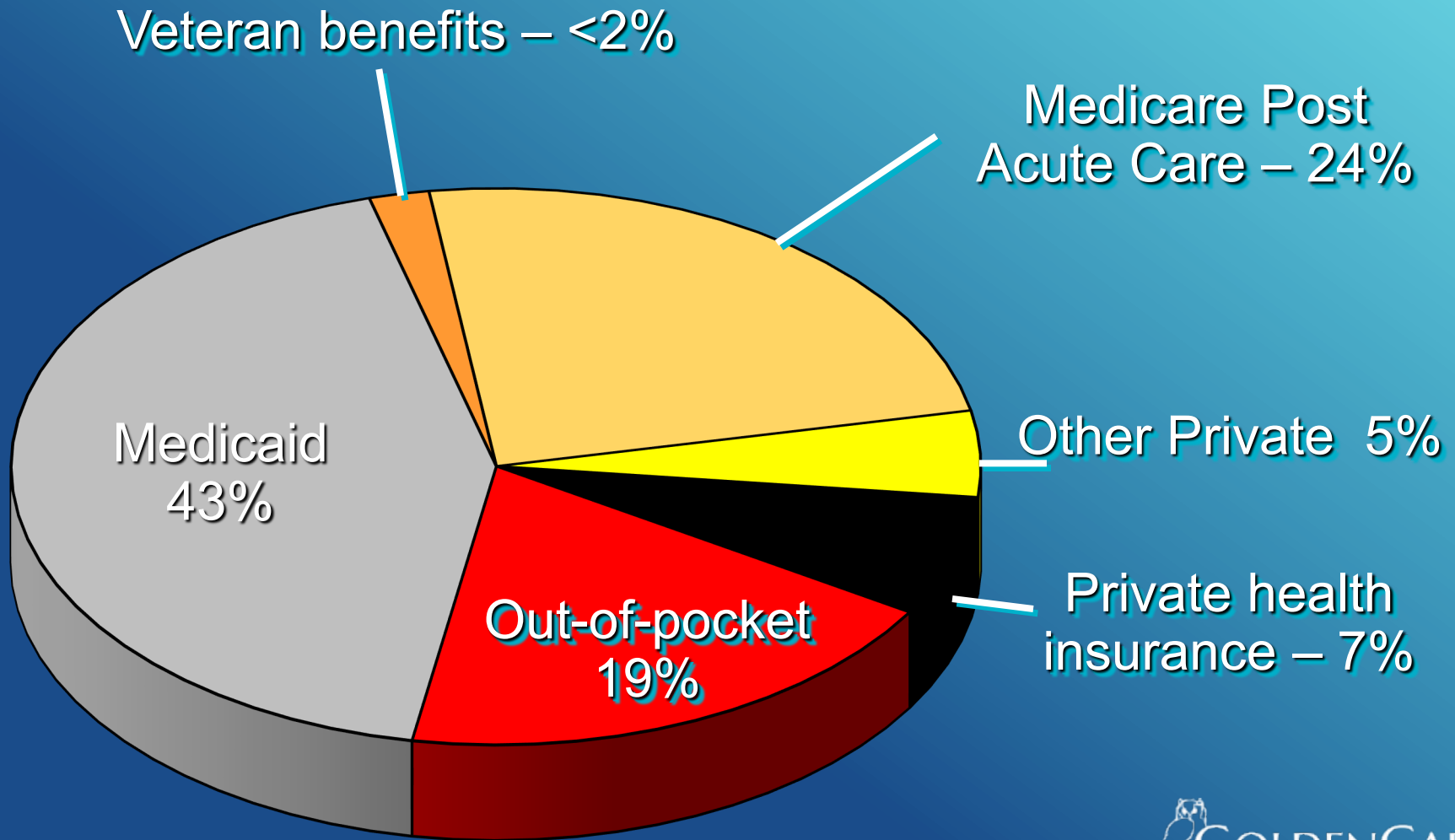
# Average LTC Costs



- Nursing Home (Private Bed)  
\$290 Day / \$105,850 Annually
- Nursing Home (Semi-Private)  
\$255 Day / \$93,075 Annually
- Assisted Living (One bedroom)  
\$4,300 Month / \$51,600 Annually
- Home Health Aide (44 hours/week)  
\$150 Day / \$54,912 Annually

Remember...  
these costs could double or  
triple by the time you need care

# Who Really Pays?



# 3 Ways to Pay for LTC!

- Be (*Very*) Rich!
- Be (*Very*) Poor!
- Be Insured!



***It took a lifetime to build it...  
Why lose it?***

# The Walls Around Your Estate

Fire or tornado?  
Homeowners insurance

**1 in 1,200**

Household savings/  
Investments, Income

Car accident?  
Auto  
insurance

**1 in 240**



Heart attack?  
Major  
medical  
insurance

**1 in 15**

Long term care?  
You pay?

**3 in 4**



# Why People Buy LTC Insurance?

1. Choice and independence
2. Avoid over-burdening their children
3. Protection of assets and income

***Planning early  
can accomplish all three!***

# What Would Be Your Reason?

- Give *yourself* a choice of quality care?
- Maintain *your* personal independence?
- Avoid over-burdening *your* children?
- Protect *your* savings and assets?
- Pass on a legacy to *your* heirs?
- Avoid impoverishing *your* spouse

***Which is most important to you?***

# *Let's Plan To Keep You OUT of the 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.

# It's Your Choice!

Long term care insurance is flexible. We can...

Design a plan focused totally on price

Design a plan focused totally on benefits

**OR...**

***Anywhere in between!***



# *Progression of Care*

## Family and Friends - Informal Care

- Pays CASH – Day One – NO Restrictions!
  - Pay family and friends
  - Cover additional costs and expenses
  - Pay bills or use for any other purpose
  - No worries about submitting bills
- Premiums are waived when benefits start!

***87% of people needing care  
receive that care from unpaid caregivers<sup>1</sup>***

# *Progression of Care*

## Formal Home Health Care

- When your family needs help
- Covers professional and basic services
  - Nursing, therapy, specialist and homemaker services
- Includes
  - Therapeutic devices, medical alert and home modification

***Let's keep you out of a facility  
as long as possible!***

# *Progression of Care*

## Alternative Living Facilities

- Offers attractive alternatives to the nursing home including
  - Assisted Living Facilities
  - Congregate Care Homes
  - Alzheimer's Care Units
  - Personal Care and more!

***Choice is the key here!***  
***You decide if and when you want options!***

# *Progression of Care*

## Nursing Home

- Covers all levels of care
  - Skilled, intermediate, custodial and personal
- No prior hospitalization
- Alzheimer's is covered
- Guaranteed Renewable for life

***Protection of assets  
is the key here!***

Let's design a  
personalized plan  
for you!



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*Thank you for  
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*For attending, we will send the CE Voucher, copy of  
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*Watch your inbox for our email!*

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