

## 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

***LTC: Back to Basics***



# LTC Back to Basics



**Jon Randall,** Regional Director  
GoldenCare

# ***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 care facility or 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.

# Before We Get Started...

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For attending today, not only will you receive a complimentary CE Voucher, but we'll also send you:

- a link to access a toolbox of free consumer marketing materials
- a free copy of our exclusive Missing Link Consumer Presentation to help you feel more comfortable presenting Long-Term Care insurance coverage

After the webinar, be on the look-out for our “Thank you” email with links to these and other resources!

# Introduction

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Long-Term Care insurance has a reputation for being complex. Some insurance agents are intimidated and avoid LTCi due to the learning curve and certification.

It's much less intimidating than many think!

We're taking it BACK TO BASICS, breaking down long-term care insurance coverage into THREE basic concepts!

We'll help you understand those three things, which cover about 95% of how the policies work.



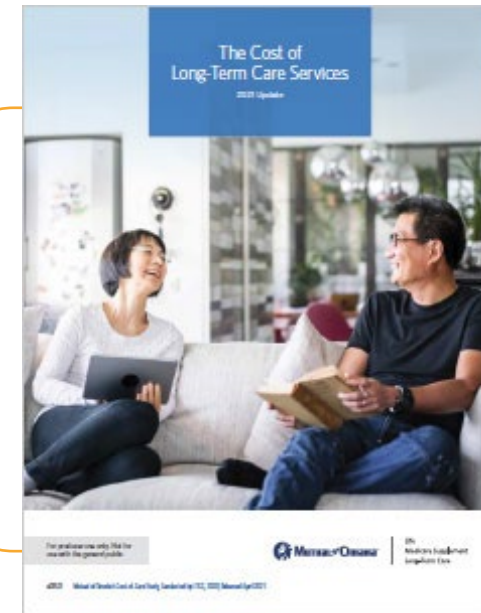
# How Much?

“How much will the policy pay me?”

Per day or per month, it is important to start with how much the policy will pay. You can reference average costs of care or ask if personal experiences have shown the costs of local care facilities.

In May, Mutual of Omaha released the results of their 2021 Cost of Care Study.

The brochure to the right can help your clients understand the cost of LTC services in their state.





# How Long?

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“How long will the policy last?”

Knowing that facility stays can last years, it is important to share how long the policy’s benefits could be payable. The answer is commonly given in years, or months.

**Note:**

Some policies are based on a pool of money. Depending on how benefits are used, the policy may pay over a longer period.



# How Soon?

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“When do I start receiving benefits?”

It is important to communicate LTCi policy benefit triggers. Before benefits can be paid, today’s policies require that the insured either:

1. no longer be able to do 2 of the 6 Activities of Daily Living (ADLs) independently, or
2. Have cognitive impairment requiring substantial amounts of supervision to prevent harm

Once the elimination period is met, benefits will begin to be paid.

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*That's It!*

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# Other Options

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The other options on long-term care insurance policies are extra bells and whistles.

Riders such as Inflation Protection can grow policy benefits over time to help keep up with changing costs of care.

Spousal Benefits may be offered to provide greater peace of mind and accessibility for couples.

Often, the extra options do provide greater value and more flexibility, however they add to the premium.



# Remember...

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Unlike the producer compensation for Medicare Supplements, Disability Income or Critical Illness, compensation for Long-Term Care insurance continues over years!

LTCi renewals over the long-term can offer your business stability, even through tough economic conditions.



# In Summary...

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1. How much?
2. How long?
3. How soon?

If you can understand these 3 things, then you understand 95% of this policy. The other 5% are just the built-in or optional bells and whistles, and brief explanations and rider descriptions can be found in our ***Fast Facts*** library!

# Looking for more than just basics?

Join us tomorrow, July 14<sup>th</sup> at 2 PM for tried-and-true strategies & sales tips from an LTCi specialist with over 32 years of experience!

## *LTC Pro* SALES STRATEGIES WEBINAR

### PART 2



JULY  
14TH



2:00  
CDT



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