

Welcome Golden Care Attendees



LTC Pro
SALES
STRATEGIES
WEBINAR

 JUN 28TH  11:00 CDT

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**The Power of being a long-
term care Specialist,
interviewer/
Field underwriter**

To Review

- **Get a commitment to which of 3 solutions makes the most sense for your applicant**
- **Make sure to ask why ???**
- **Always stay in the field underwriter role, don't sell any position. Present the facts and let them decide**

Part 2

- **If you don't qualify finances, your guilty of malpractice**
- **Plan design depends on your understanding their finances along with their health**

Other than COST...

**Can you think of ANY reason why
Long Term Care protection wouldn't
make sense for
you and your family?**



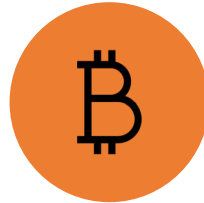
The visual advantage of the webinar interview

- **Use of software for visual impact much more interactive and effective**
-
- **Prequalification for underwriting**
- **Carrier software with UW criteria, like weight and height, prescription meds by name and actual conditions**
- **Straticision**
- **Electronic applications**

Cost of Care?

<https://www.genworth.com/aging-and-you/finances/cost-of-care.html>

Funding Strategies for LTC Solution



REPOSITIONING
ASSETS- NO
PREMIUM – NO
RISK



EARNINGS ON
INVESTMENTS-
NO
INTERRUPTION
TO CF



CASH FLOW
FROM
INVESTMENTS-
EXCESS ONLY



INTEREST ON
SAVINGS – BEST
CHOICE TO
REPOSITION



INCOME – ONLY
IF IN EXCESS
AND CAN BE
MAINTAINED

Funding Strategies

Your Savings



Invested
=
Earnings

Earnings



By using a small part of Earnings on your investment doesn't interrupt your cash flow and protected your entire nest Egg from future LTC expense

Power questions to consider for finances

- **Do you have a will? Did you mention the long-term care facilities as a benefactor. Yet that's where the lion share of finances go to at the end of life, Doctors , hospitals and Long-term care services**
- **If you were no longer here, would you want your spouse to have this coverage? Why?**
- **Men VS Women**
 - Men do this to show they love their family**
 - Women do this because they think their going to be left alone without support**

LONG TERM CARE FACT SHEET

Long Term Care benefits paid to individual policy holders¹

- Home Care 61%
- Community & Asst Living 32%
- Nursing Home 9%

Years needed after turning age 65

- 4.3 yrs.

8/10 who start at home, stay in home

1) American Association for Long Term Care, LTCi Sourcebook 2016, & www.ltcfed.com



What Does the Coverage Cost?

- Premiums are based on **3** variables
 - Age
 - Health
 - Benefits Chosen

Choosing Benefits

- How much will policy pay each month
- How long will benefits be paid
- What about inflation protection
- What's my waiting period /deductible

Tips for proper Plan Design

- Coinsurance is **always** a good idea. Let them suggest more coverage
- **Affordability** is most important
- The 1% formula as a rule of thumb for TC
- Inflation is first benefit to adjust or drop
- Many times, you can double coverage building inflation in, and it will cost less then with inflation rider
- Next place is monthly amount
- Final place is riders. Only recommend riders that give them the potential least a 3 time return on their investment



Long Term Care Ins.

Protect your assets from an extended health care event

PROS:

- Inflation protection
- Care coordinator benefit
- Maximizes Long Term Care insurance leverage while minimizing premiums
- Tax deductible for business owners

CONS:

- Premium not guaranteed
- "Use it or lose it" premium



Asset Based Hybrid

Protect your assets and retirement savings from an extended health care event while retaining maximum flexibility

PROS:

- Standardized benefit triggers
- Tax Advantages, 1035 exchange
- Maximizes flexibility and benefits for Long Term Care events
- Flexible pay options
- Return of premium
- Guaranteed premium

Life and LTC benefits

CONS:

- Opportunity Cost
- Limited Tax Advantages for business owners



Life Insurance

Maximize your death benefits while Retaining moderate flexibility

PROS:

- Largest death benefit
- Relatively low premium Cost for rider
- Better suited to pay for benefits on monthly basis, if needed

CONS:

- If LTC is needed reduction of death benefit
- No return of premium
- Benefit triggers not standardized
- Benefits determined at Time of claim
- No inflation protection



Fixed or Indexed Annuities

Long Term Care options late in life with potential health concerns

PROS:

- Limited or no medical Underwriting
- 1035 exchange tax advantage could turn tax-deferred growth to tax-free LTC payments

CONS:

- Limited or No inflation protection
- Typically no care Coordination
- No Tax advantage for Business owners



Critical Cash

Protect 12 months or less

PROS:

- Pays in Cash
- Triggered by an Illness not ADLs
- Restores itself

CONS:

- 2 year Max Benefit
- Doesn't Cover Pre-existing Illnesses



Short-Term Care

Protect 12 months or less

PROS:

- Simplified Underwriting
- Payout from \$150-\$450 per day for Aide to RN's
- Prescription Rebate
- Restores itself

360 days of actual care

CONS:

- Only covers Home Care
- Only 120 days of care from an Aide



Self Funded

Access to money now

PROS:

- Zero up-front costs while retaining liquidity

CONS:

- Not a healthcare plan
- No care coordination benefit
- Tax timing consequences



Getting Started...

The Underwriting Process

- 4 weeks

Application

- Telephone interview
- Health history of 5 years
- Current medications
 - Stability of condition
- Hospital stays/emergency room visits
- Surgeries
- Lifestyle
 - Exercise
 - Smoker
 - Height/Weight

Premium Deposit (refundable)

Offer of Coverage or Decline



Timeline

Moving Forward- How to QUALIFY

90% Processed – 60 Days

30 Day – Free Look

TODAY

- Complete Application
- Interview/ Cognitive Assessment
- Labs-HIPAA
- Medical Records
- Refundable Premium Deposit

RESULTS

- One or Both Approved
- Both Declined
- Right to Appeal
- Apply Elsewhere



e- Application

Let's go Shopping



Taking the electronic application

- Always get the HIPPA Box checked
- Encourage them to go to their doctor's portal and retrieve their records to forward to you . Will save you 3 weeks in the underwriting process
- Make sure they have phone number to be pro active on appointment setting process. You can even set it with them if you want to appear proactive

Post submission

- Send an immediate TY note
- Include phone number to set interview if you already haven't
- Include brochure from carrier on how to prepare
- Include final copy of the quote you applied for
- Plant the seed for referrals
- *Referrals are always appreciated. If you appreciated my service, please forward my contact information to your connections!*

Post application

Remind	Encourage	Inoculate	Promise	Make
Remind them of cognitive impairment testing of the interview	Encourage them to be succinct in answering question, like they were a witness in a court room, answer the question but don't elaborate	Inoculate against the kids or other family members being negative about them applying	Promise to keep them in the loop and sending them the info you get from their case manager	Make sure they understand you are their advocate and regardless of what happens you will find them a solution