



CONCOURSE
FINANCIAL GROUP



Move Your Business Forward:
Long-Term Care

Uncover new business opportunities with long-term care

Life can lead your clients down countless unexpected paths, like needing long-term care.

Approximately 52 percent of people who turn 65 will develop a severe disability that will require long-term services at some point. The average duration of need, over a lifetime, is about two years.¹ This is why it's important to discuss with clients the value of having a plan for long-term care coverage.

We can help.

Our simple approach to long-term care planning can keep you ahead of the curve. We make it easy to prepare for and initiate client conversations that lead to long-term care opportunities. Use this brochure as your guide and lean on our dedicated practice support team when you need it.

STEP 1:
IDENTIFY LONG-TERM CARE
PROSPECTS
(page 3)

- Reference our **Identifying Long-Term Care Opportunities** flyer to find ideal prospects
- Learn more about the target personas and how to approach each group

STEP 2:
TALK TO CLIENTS ABOUT
THEIR FUTURE PLAN
(page 5)

- Review our **Long-Term Care Conversation Starters** to bring up the topic
- Introduce the need for a plan and pivot to available solutions



STEP 3:

UNDERSTAND CLIENTS' FINANCIAL GOALS, PREFERENCES AND MEDICAL HISTORIES (page 6)

- Complete our **Long-Term Care Needs Assessment and Cost Estimate** worksheet with clients to capture their needs and medical conditions
- Schedule a follow-up appointment to present a custom plan
- Address potential risk for policy qualification, based on our **Long-Term Care Underwriting Guide**

STEP 4:

DEVELOP A PLAN WITH OUR TEAM (page 11)

- Submit our **Request a Long-Term Care Quote** flyer
- Share one or two illustrations, demonstrating how the strategy addresses their unique needs
- Start the application, and complete training, CE requirements and carrier appointment if needed
- Determine a solution, submit the application and prepare your client for next steps with the underwriting process

Identifying long-term care opportunities

Adding long-term care coverage to one's retirement plan can be daunting, especially if it's unclear which clients you should speak with first. Use the form below to easily identify prospects and establish a clear line of sight for your long-term care business.

Who is my target client?

There are four personas that represent ideal prospects for long-term care. For each persona, identify three clients who fit the description and start a conversation about their protection plan.

By introducing the right clients to the right solutions, you can help protect their retirement plan and be the destination for all their financial planning needs.

Procrastinators

- Ages 60 – 75
- Nearing or in retirement
- Liquid assets of \$100K minimum
- Putting off the decision because insurance premiums aren't appealing

Opportunity: Many people put off the decision because they don't understand the risk involved. Determine if they are comfortable paying out of pocket by educating them on estimated cost. Also stress the importance of planning now to manage potential future risk and help them avoid losing their lifetime savings on medical expenses.

Procrastinator clients:

1. _____
2. _____
3. _____

Self-insurers

- Ages 55 – 75
- Children are no longer dependents
- Affluent with a net worth of \$300K to \$500K

Opportunity: Some clients are comfortable self-insuring if the need arises and assume their children will take care of them. They might not understand their retirement income and legacy could be at risk or that caring for a loved one often takes an emotional toll. Help them avoid reliance on family or friends and preserve their financial legacy with long-term care coverage.

Self-insurer clients:

1. _____
2. _____
3. _____

Second guessers

- Ages 60 – 75
- Married, with or without kids
- Currently owns long-term care insurance (LTCi) and rates are increasing

Opportunity: Help clients who have traditional LTCi switch to a hybrid solution and prevent future rate increases. In addition to steady premiums and long-term care benefits, many hybrid solutions offer access to cash value or guaranteed income. These clients realize the importance of long-term care but probably aren't familiar with value-added hybrid solutions.

Second guesser clients:

1. _____
2. _____
3. _____

How will your clients pay for long-term care?

Helping your clients understand how long-term care can be funded also prompts them to consider their own plan. There are three primary ways that people assume they can pay for long-term care.

Medicare/medicaid

The Medicare program guarantees health insurance access for Americans aged 65 and older. Often, Medicare covers only a portion of health care costs, and enrollees must cover the rest. However, long-term care expenses are not covered.

With the Medicaid program, low income families can qualify for both skilled and custodial care. In most cases, services are limited to care in a nursing home.

Long-Term Care Insurance

Long-term care insurance, or LTCi, is a form of medical insurance where the purchaser pays premium in exchange for certain benefits related to long-term care. The benefits vary from policy to policy, and rates aren't guaranteed, so they can increase in the future.

Self-insuring

Self-insuring is paying for medical care out of pocket. Because long-term care can be very expensive, the cost might exceed your client's savings, especially given inflation rates.

These options can drain retirement savings and aren't very flexible. That's where a hybrid solution comes into play.

A hybrid solution combines the benefits of a life insurance policy or annuity contract with a chronic illness or long-term care rider to address two financial needs in one:

- Long-term care if you develop a chronic illness
- Death benefit protection and cash value potential if long-term care is not needed

This strategy protects assets and family resources, provides more flexibility and offers additional benefits.

There are three different types:

- Fully underwritten life insurance policies paired with a LTC or chronic illness rider
- Life insurance/LTC hybrid products
- Annuities with LTC riders

Talk to clients about their future plan

Long-term care can be a difficult topic to discuss. But we make it easy to show the value of having a plan by simplifying product options and protection benefits. Navigate the discussion with clients using these conversation starters.

Long-term care conversation starters

“How are your assets protected from unexpected medical expenses?”

It’s uncomfortable to think about falling ill when you can’t control it, yet most Americans will need long-term care at some point in their lives. In fact, most will spend an average of \$138,000 on future long-term care costs.¹ Long-term care can take an emotional toll as well, especially if the responsibility of care falls on your loved ones. A solid plan can keep your life, and their lives, on track when the need arises.

“Tell me about your needs, so we can design a custom plan for you.”

To design a plan that addresses your needs, let’s identify your financial goals, benefit preferences and health concerns using our **Long-Term Care Needs Assessment and Cost Estimate**. We can also estimate the cost of your long-term care, helping you determine the best approach for you and your loved ones.

Tailored client solutions

To give you an idea of what your recommendations might include, here’s a brief overview of three hybrid long-term care solutions:

If your client’s goal is long-term care:		If your client’s goal is life insurance:
Life insurance/LTC hybrid products	Annuities with LTC riders	Life insurance with LTC or chronic illness riders
Provide death benefit protection if the long-term care or chronic illness rider isn’t used	Are ideal for aging clients desiring joint options	Provide death benefit protection if the long-term care or chronic illness rider isn’t used
Deliver premiums that will not increase*	Contracts are automatic issue, but LTC riders may require underwriting	Deliver premiums that will not increase*
Are available with simplified issue policies	Involve minimal underwriting — some contracts are automatic issue	Are available with fully underwritten policies

There are several ways to protect your clients from losing their retirement savings on unexpected medical expenses. Talk to them about their financial goals, health concerns, and be sure to consider the plan’s payout type.

Reimbursement policy:	Indemnity policy:	Cash-benefit policy:
<p>Clients are paid back for services based on the features they select, like the maximum amount of reimbursement per day, the number of years the policy will last, and the lifetime maximum benefits.</p> <p><i>A caregiver must be certified to qualify for reimbursements.</i></p>	<p>Clients receive a set amount per day for qualified services, regardless of the amount of their actual bill.</p> <p><i>These options provide more flexibility to clients if they plan on paying a relative for caregiving and want to get financial help for those costs.</i></p>	<p>Once the elimination period ends and clients are eligible for benefits, they receive a monthly check for the dollar amount listed in the policy.</p>

* If life insurance premiums are paid on time.

Understand clients' financial goals, preferences and medical histories

The right long-term care coverage will be unique to each of your clients — determining the right fit will largely depend on their individual needs, budget and health history. Our Long-Term Care Needs Assessment and Cost Estimate is a great way to begin capturing the information you need to make a recommendation.

Long-Term Care Needs Assessment and Cost Estimate

No one wants to think of a time when they may become unhealthy. But the reality is long-term care expenses are a key risk and can deplete your retirement savings quickly. In fact, the 2020 national median cost for a nursing home private room was \$105,850 per year.²

And there's not just a financial cost for you — long-term care can take a serious financial and emotional toll on your loved ones, too. That's why it's important to start preparing now so you can keep your life, and their lives, on track when a need arises.

Preliminary Information

Couples and partners should complete all fields listed below, even if you are just planning for one individual's needs. Filling out the entire assessment will help determine your spouse/partner's ability to provide care if a health care or long-term care need arises.

Your name: _____ Gender: _____ Age: _____ Ideal retirement age: _____

Retirement city:³ _____ State: _____ Zip code: _____

Your spouse/partner's name: _____ Gender: _____ Age: _____ Ideal retirement age: _____

Retirement city:³ _____ State: _____ Zip code: _____

Budgeting Your Retirement

Using the budgeting tool below, input your actual or estimated retirement costs per year.

BUDGETED EXPENSE	ESTIMATED COST
Annual retirement income	\$ _____
Household expenses	\$ _____
Personal care	\$ _____
Health care	\$ _____
Meals	\$ _____
Transportation	\$ _____
Leisure and travel	\$ _____
Miscellaneous	\$ _____
Remaining income	\$ _____

Long-Term Care Insurance Preferences

How do you plan to pay for your policy? Pay full amount Annual premiums Monthly premiums

Money available to fund: CD Cash value from existing life insurance policy Existing annuity Other

Desired features: Return of premium Cash value growth Death benefit Simplified underwriting
 Lifetime income rider

Health Assessment

In the prompts listed below, please fill in the blanks and check Yes/No for both you and your spouse/partner.

Your height: _____ Your weight: _____ Spouse/Partner's height: _____ Spouse/Partner's weight: _____

	YOU	SPOUSE/PARTNER
If you plan to retire prior to age 65, will you need to purchase private health insurance?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Currently a tobacco user?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Dependent on cane, walker or wheelchair?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Family history of diabetes or cardiovascular disease?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Diagnosed with high blood pressure?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Diagnosed with high cholesterol?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Diagnosed with type 1 diabetes?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Diagnosed with type 2 diabetes?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Diagnosed with cardiovascular disease?	<input type="checkbox"/> Yes <input type="checkbox"/> No Year of diagnosis: _____	<input type="checkbox"/> Yes <input type="checkbox"/> No Year of diagnosis: _____
Diagnosed with cancer?	<input type="checkbox"/> Yes <input type="checkbox"/> No Year of diagnosis: _____	<input type="checkbox"/> Yes <input type="checkbox"/> No Year of diagnosis: _____
Diagnosed with multiple sclerosis?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Diagnosed with Alzheimer's disease or dementia?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Diagnosed with Parkinson's disease?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Estimate the Cost of Your Long-Term Care

Next, use this calculator to determine if you are financially prepared for a future long-term care expense.

Input the following to calculate:	
Estimated daily cost: \$ _____ x 365	Estimated daily cost: <ul style="list-style-type: none">• Private room in nursing home: \$105,850/year or \$290/day• Home health care aid: \$54,912/year or \$150/day• Assisted living: \$4,300/month² Years of care: The number of years you expect to require long-term care.
= Estimated annual cost: \$ _____ x years of care	
= Estimated total need: \$ _____	

* Please note that the yearly inflation rate is not taken into consideration within this cost estimate.



Long-Term Care Underwriting Guide

The underwriting process may seem intimidating, but our team can guide you every step of the way and help with impaired risk cases. Use this guide as a reference to gain a better understanding of how your client's medical history could impact product options.

Disqualifying conditions for hybrid life insurance solutions

Current diagnoses

- AIDS or HIV infection
- Amyotrophic lateral sclerosis (ALS)
- Alzheimer's disease or dementia
- Asthma
- Balance disorder or gait impairment
- Cerebral palsy
- Down syndrome
- Huntington's disease
- Intellectual disability
- Liver cirrhosis
- Macular degeneration
- Multiple myeloma
- Multiple sclerosis
- Muscular dystrophy
- Obesity
- Organic brain syndrome
- Osteoporosis
- Parkinson's disease
- Memory loss
- On disability and has a handicap sticker
- On dialysis, paralysis (paraplegia or quadriplegia)
- Taking a narcotic for pain everyday
- Using a cane, wheelchair or walker everyday
- Undergoing medical treatment or has a scheduled surgery
- Using oxygen for any reason

Behavioral diagnoses

- Alcoholism
- Depression (hospitalized within five years)
- Drug addiction

Disqualifying conditions for hybrid annuity solutions

Past medical history

- Implanted defibrillator
- Organ transplant recipient
- Cancer treatment in the past six months
- Transient ischemic attack (TIA) or stroke in the past two years

Current diagnoses

- AIDS or HIV infection
- Amyotrophic lateral sclerosis (ALS)
- Alzheimer's disease, dementia or memory loss
- Cerebral palsy
- Down syndrome
- Epilepsy
- Huntington's disease
- Internal cancers (not cured or treated)
- Multiple sclerosis
- Muscular dystrophy
- Myasthenia gravis
- Obesity
- Organic brain syndrome
- Osteoporosis with compression fracture
- Parkinson's disease

Disqualifying conditions for hybrid annuity solutions (continued)

Behavioral signals

- Activities of daily living (ADL) deficits
- On dialysis
- Paralysis (paraplegia or quadriplegia)
- Prescription medication guidelines vary by carrier
- Receiving Social Security disability insurance
- Requires assistance for daily living

- Using a three-prong or quad cane, wheelchair or walker everyday
- Using oxygen for any reason

Past medical history

- Organ transplant recipient, excluding liver

Obesity guidelines

Carriers use weight and height to calculate body mass index and characterize obesity. If clients exceed the maximum weight for their given height, they may be considered obese.

HEIGHT	MAXIMUM WEIGHT	HEIGHT	MAXIMUM WEIGHT	HEIGHT	MAXIMUM WEIGHT	HEIGHT	MAXIMUM WEIGHT
4'10"	222	5'4"	270	5'10"	324	6'4"	382
4'11"	230	5'5"	279	5'11"	333	6'5"	392
5'0"	238	5'6"	288	6'0"	342	6'6"	402
5'1"	246	5'7"	296	6'1"	352	6'7"	412
5'2"	254	5'8"	305	6'2"	362	6'8"	423
5'3"	262	5'9"	314	6'3"	372	6'9"	433

Encourage clients to create a long-term care plan while they are still in good health to increase their coverage options. If your clients listed any of these conditions on their **Long-Term Care Needs Assessment and Cost Estimate**, they may not be eligible for long-term care.

Develop a plan with our team

Request a Long-Term Care Quote

It's easy to request a customized long-term care quote that addresses your client's unique protection needs. Use their responses from the Long-Term Care Needs Assessment and Cost Estimate to complete this form and call us at 833-504-1774 for a quote.

Client name: _____

Agent name: _____

Demographic and health information

Client

Date of birth: _____

State of residence: _____

Currently a tobacco user? Yes No

List any health conditions indicated on the Needs Assessment:

List current medications:

Client's spouse/partner

Name: _____

Date of birth: _____

Currently a tobacco user? Yes No

List any health conditions indicated on the Needs Assessment:

List current medications:

Long-term care insurance preferences

Requesting a quote for: Hybrid annuity solution Hybrid life insurance solution Traditional long-term care

Solve for: Premium Benefit | Amount needed: \$ _____

Policy will be paid by: Single premium Annual premiums Monthly premiums

Money available to fund: CD Cash value from existing life insurance policy Existing annuity
 Other _____




Desired features: Return of premium Cash value growth Death benefit




Simplified underwriting Lifetime income rider Indemnity

Estimated years of care: _____



Best practices to address long-term care needs

Listen	Solutions	Benefits
<p>Listen more, talk less</p> 	<p>Don't sell products, sell solutions</p> 	<p>Highlight benefits over policy features</p> 

Focus	Set goals	Submit
<p>Focus your strategy and only present one or two illustrations</p> 	<p>Set goals and deadlines for follow-up sessions</p> 	<p>Work with our team to submit your clients' applications</p> 

There's no better time to help your clients protect themselves and their loved ones with a solid long-term care strategy. Work with them every step of the way to determine their best path forward.

WE'RE HERE FOR YOU

Concourse Financial Group has everything you need to move your business forward — all in one place. Our dedicated team is ready to help you chart a clear path to reach your business vision and goals and support you every step of the way until you get there.

- Let's talk about how to move your business forward.
**Connect with us at
833-504-1774.**



¹ Melissa Favreault and Judith Dey, “Long-Term Services and Supports for Older Americans: Risks and Financing Research Brief,” Office of the Assistant Secretary for Planning and Evaluation, US Department of Health and Human Services, Washington, D.C. July 1, 2015, <https://aspe.hhs.gov/basicreport/long-term-services-and-supports-older-americansrisks-and-financing-research-brief>.

² “Cost of Care Trends and Insights.” Genworth. Accessed January 27, 2021.

³ City/metro data will be used if available, if unavailable state-wide averages will be used.



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