

Recipes for LTC Success



Here are some recipes we've cooked up to help you begin a conversation about the importance of planning for long-term care. *(More recipes on back)*

Recipe for: Discussing the Need

 Ingredients A client who may be wondering if they really need long-term care insurance. Stat from the U.S. Department of Health & Human Services that illustrates the need for care.	 Directions Ask this question: Did you know that 70% of people who reach age 65 will need long-term care services at some point in their lives? Explain how an LTCi policy allows people to get the care they need so family members don't have to become caregivers.
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Recipe for: Explaining Partnership Policies

 Ingredients A client who may be thinking the government will cover her long-term care needs. <i>You're in the Driver's Seat...</i> a brochure that explains the advantages of purchasing a partnership qualified LTCi policy.	 Directions Ask this question: Would you want to spend down your assets to qualify for Medicaid? Explain how an LTCi policy allows people to protect a portion of their assets should they need to apply for Medicaid.
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More Recipes for LTC Success

Recipe for: Talking About the Cost of Care



Ingredients

A client who may be wondering what LTC services really cost.
Mutual of Omaha's Cost-of-Care study that includes national average costs plus costs by state.



Directions

Ask this question:
Could you afford to pay over \$91,000 a year for nursing home care?
Explain how an LTCi policy helps people pay for the care they need so they don't have to worry about depleting their life savings to pay for care.



Recipe for: Focusing on Asset Protection



Ingredients

A client whose retirement assets may be adequate but not readily accessible.
You Worked Hard to Save for Retirement... a brochure that discusses the cost of LTC services and the importance of protecting retirement assets.



Directions

Ask this question:
Have you thought about which asset you'd use to pay for your care?
Explain how an LTCi policy makes funds available when people need them so they can avoid liquidating assets that may be earmarked for other things.



Recipe for: Discussing the Cost of Waiting



Ingredients

A client who may be putting off the decision to purchase LTCi.
Discover the Cost of Waiting... a brochure that highlights the importance of buying now.



Directions

Ask this question:
Did you know that if your health changed tomorrow, you may not be eligible to purchase an LTCi policy?
Explain how the ability to purchase LTCi is based on a person's good health and stress the importance of not putting off the decision to buy.



Recipe for: Addressing Payment of Claims



Ingredients

A client who may want assurance that the company will be there to pay his claims.
We'll Be Here to Pay Your Claims... a flyer that assures people we'll be here when they need us.



Directions

Ask this question:
Did you know Mutual of Omaha has been paying claims to LTCi policyholders since 1987?
Explain that with \$2 billion in assets under management, we have the financial strength to pay future LTCi claims.



Recipe for: Talking About Tax Advantages



Ingredients

A client who may be looking for tax savings.
Tax Advantages for Individuals or Tax Advantages for Small Business Owners... two flyers that explain the tax savings.



Directions

Ask this question:
Did you know purchasing an LTCi policy may allow you to save on taxes?
Explain how current tax laws may allow your client to deduct a portion of his LTCi premium.



Recipe for: Knowing When to Apply



Ingredients

A client who may be wondering if she'll qualify for coverage.
Your Good Health Matters... a flyer that helps people determine if they'll qualify for LTCi.



Directions

Get your client to talk about her health status and any chronic conditions she may have.
Present the scenarios that may make your client ineligible for coverage or that may simply warrant waiting to submit an application.



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