

# What is Long-Term Care Insurance?

## Long-Term Care Insurance

Too often, Long-Term Care Insurance is sold as a product, with the focus on the premium. It is easy to get side tracked when focusing on and comparing premiums instead of the benefits.

Long-Term or Extended Care coverage is a solution to a problem.

Until you have fully analyzed the impact and

*The unfortunate reality is that 70% of adults after the age of 65 will need long-term care.*

consequences of an extended care event on your family, focusing on premiums is premature.

The best approach is to first consider the impact of extended care event would have on your family.

Just like dropping a pebble in a pond, the rippling effect can be devastating for a family when a loved one needs extended care.

## Genworth Survey

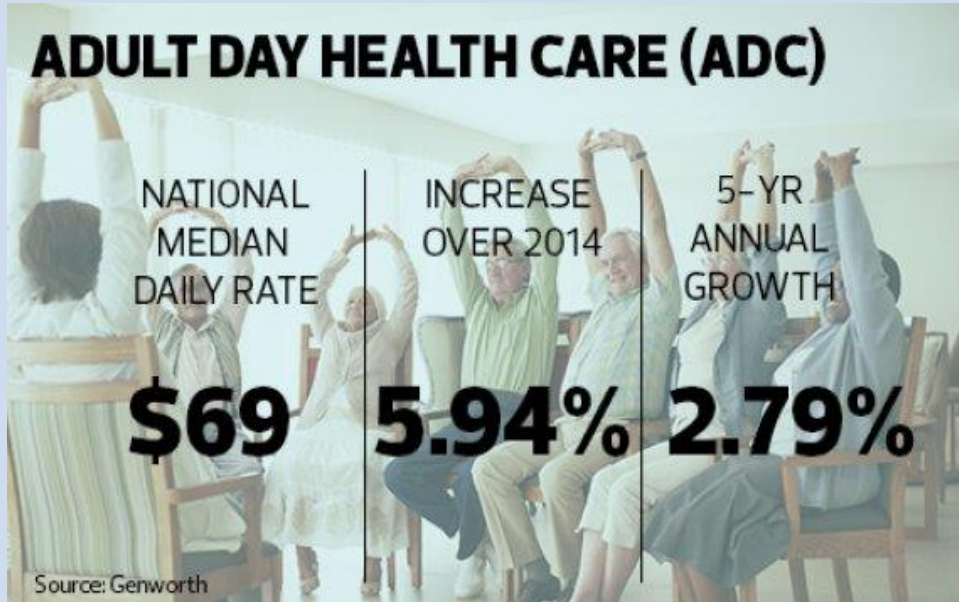
According to a 2010 survey conducted by Genworth Financial, the true “cost of care” should be analyzed in four key areas:

1. Stress levels from demands on time
2. Impact on job and career
3. Strain on relationships with spouse, siblings, children, step-families, and in-laws
4. Effect on income and finances

## New Data: What Long-Term Care Costs Today

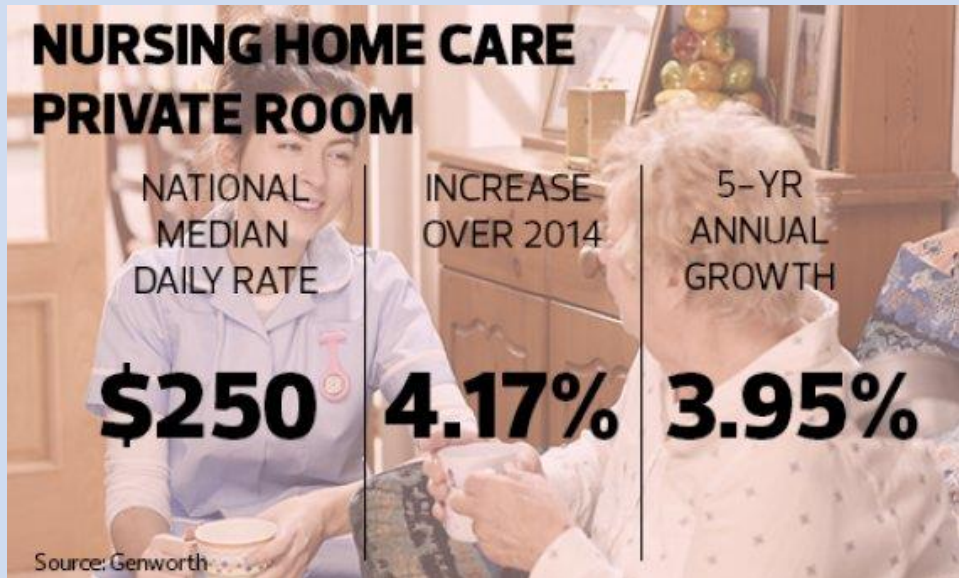


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## Where Do You Begin?

The first step should be to **design a plan**, just like you did when you designed your Estate Plan and your Retirement Plan. The second step is to decide how you want to **fund the plan**.

You have **two choices**:

- 1) Retain the risk yourself and fund all future care out of your income. At a cost of 50k to 100k per year, that could be expensive.
- 2) Transfer the risk to an insurance company for pennies on the dollar.

If Long-Term Care Insurance plan is something that you would like to explore for you or your family, please give me a call.

To help you analyze your needs and design a plan to protect you and your family from the consequences of an extended care event, I can refer you to a Long-Term Care planning specialist like the one below.



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