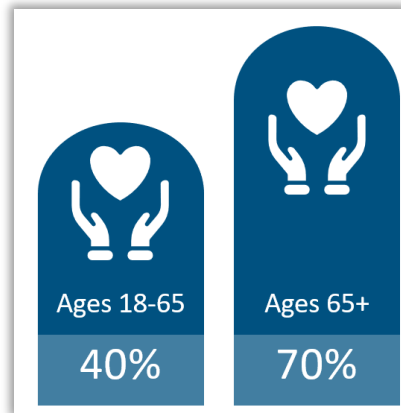


Long Term Care Insurance

Likelihood of Requiring LTC¹



Average Cost of Care²



Home Care

\$77,792

Avg Stay 3 years



Assisted Living

\$70,800

Avg. Stay 2.5 years



Nursing Home

\$127,750

Avg. Stay 2.4 years

Benefits That Cover Long Term Care



LTC Financing Crisis

- **56%** of couples without LTC insurance spend their income down to poverty level after one partner has spent **six months** in a nursing home³
- **Medicaid** now consumes **30%** of state budgets
- **Medicaid** pays for about **45%** of total LTC service and support costs⁴

Why Employers Offer LTC Insurance

1 GROUP PLAN ADVANTAGES

- **Portable** – at same rate
- **Gender Neutral Rates** – same rates regardless of gender
- **Issue Age Rates** – do not increase with age. [Cost of Waiting](#)
- **Guaranteed Issue** – Provides employees access to a benefit. [Individual App & Declinations](#)

2 EMPLOYEES REQUESTING LTC

By 2030, all baby boomers will be age 65 or older - **US Census Bureau**

2021 LIMRA Study - top 3 reasons for Life + LTC products:

- Concern LTC costs may deplete or exceed savings – **35%**
- It is a more economical use of current assets – **33%**
- Benefits pay even if LTC expenses aren't incurred – **29%**

NY Life Study

- LTC is one of top 5 benefits employees are most interested in

3 EMPLOYERS OFFERING LTC BENEFITS

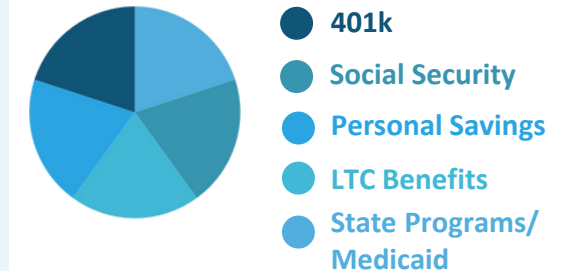
- **KFF** – **25%** of employers offering health insurance also offer LTC insurance. Of those, **39%** contribute toward the cost of the plan through employer funding
- Long-Term Care was identified as the **fastest growing voluntary benefit from 2020 to 2024** - BenefitsPRO

4 EMPLOYER FUNDING

- **Funded for All or Defined Class** – years of service, title, salary
- **Attract & Retain** – with differentiating benefit
- **401k/403b Preservation** – employees that max out benefit
- **Employee Engagement** – increases 600%

5 401K/403B PROTECTION

- Provide alternative to pay for LTC
- [Self-Investing Calculator](#)



6 LTC LEGISLATION

- In 2023, the US Medicaid budget was \$536B
- Cost associated to LTC equated to \$164B (31%) of the budget
- Numbers like these largely drove the establishment of the WA Cares Fund
- [Tax Calculator](#)

Off-Cycle Enrollment

600% engagement increase compared to on-cycle

Proposal	January	February	March
Client Decision	February	March	April
Enrollment Month	April	May	June
Effective Date	6/1/26	7/1/26	8/1/26