

Long Term Care State Updates

Long-Term Care (LTC) planning is essential for clients, providing financial protection against the rapid depletion of savings due to high care costs, supporting family well-being, and enhancing employee benefits. With nearly 70% of people over age 65 expected to require some form of long-term care during their lifetime, the urgency for early planning cannot be overstated. **Just one LTC event can drain a lifetime of savings, making discussions about LTC even more critical as demand surges alongside an aging population and emerging legislation.**

LTC by the numbers:

The number of retirees is exploding

- In 2024, 4.1 million people will turn age 65 – that’s 232 people every day!
- Between 2024 and 2030, 30.4 million people will turn 65. That’s the population of Texas.
- In the 2030, one-fifth of the United States population will be over the age of 65.

Life expectancy is rising

- Individuals should plan for living well beyond the average – to 95 or even 100 – especially those in good health.
- Half of women will live to at least 85, and more than 50% of female nonsmokers, in excellent health, will live beyond age 90. 40% of nonsmoking healthy males are expected to surpass age 90.

For a 65-year-old couple, there is a 43% chance that one of them will live to age 90 or beyond

Source:

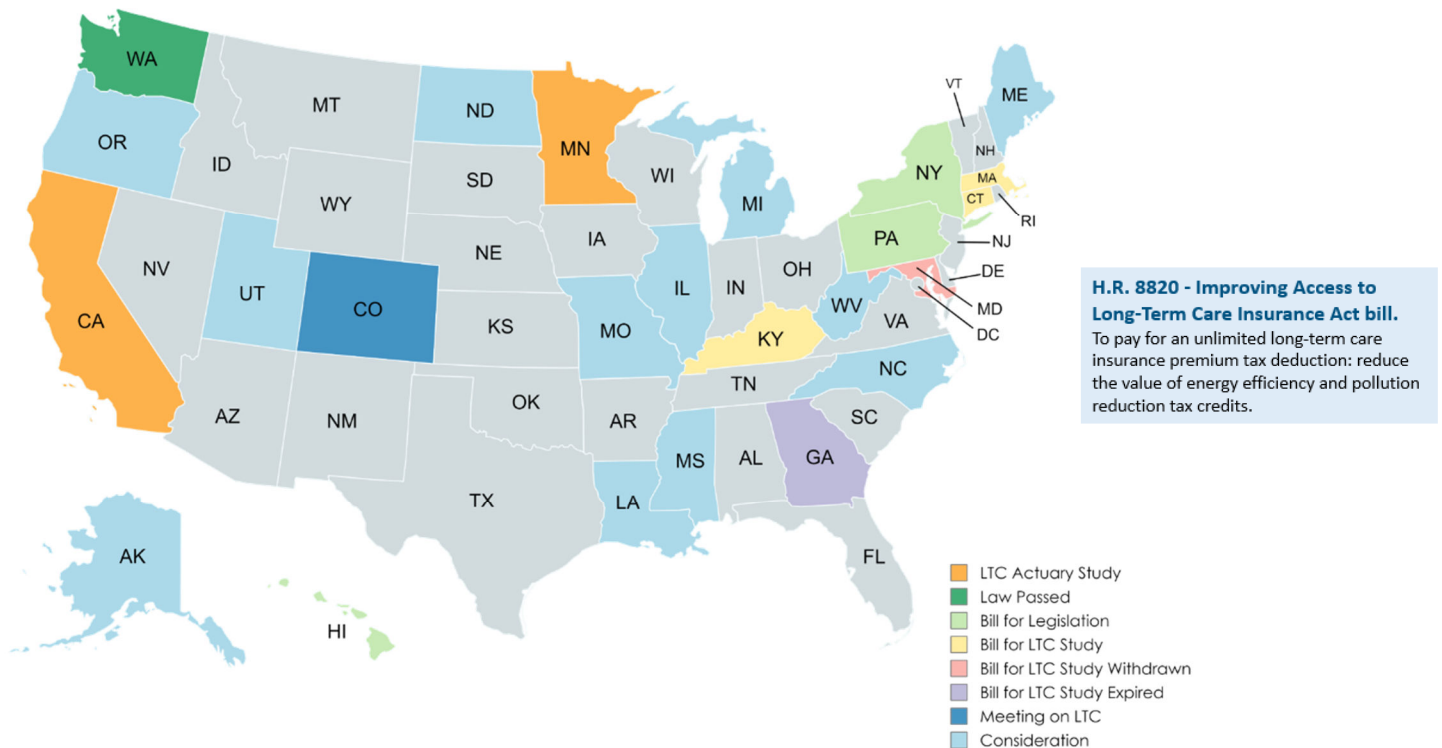
J.P. Morgan Asset Management, “Guide to Retirements “2024.

National Average Cost of Long-Term Care

- Nursing Home – Semi-Private Room - \$93,000 annual cost
- Assisted Living Facility: \$51,600 annual cost
- Home Health Care Aide: \$54,912 annual cost
- Adult Day Care: \$19,240 annual cost

Source: 1 National Caregivers Day: Why Family Caregivers are Heroes. Heart to Heart Hospice, 2023. <https://hearttohearthospice.com/national-caregivers-day-why-family-caregivers-are-heroes/>

As many states consider making LTC coverage mandatory, we should proactively engage our clients and prospects in these conversations before competitors do. Rather than waiting for mandates, we can address the impending long-term care crisis head-on. A simple yet effective question is to ask whether their employees have any insurance to protect their assets upon retirement—exactly what a long-term care policy provides. While disability insurance safeguards earnings, LTC insurance protects retirement savings. This topic is relevant for any leadership team and serves as a strong segue into introducing our Retirement Consulting Practice.



Long-Term Care Partnership with LTC-Solutions

To navigate LTC's complexity, we've partnered with LTC Solutions, experts solely focused on LTC. They deliver seamless enrollment, compliance updates, and webinars for producers, clients, and prospects. Going further, they support insureds throughout their policy's life, negotiate discounts at top-tier retirement communities, and provide caregiver resources—ensuring clients and their families are cared for with expertise and compassion.

Three Ways to Obtain a Quote from LTC Solutions:

1. Submit RFP to the Ancillary Desk

- The Ancillary Desk forwards the RFP to LTC Solutions.
- LTC Solutions provides proposals to the Ancillary Desk and introduces their team to the producer.
- LTC Solutions reviews the proposal with the Employee Benefits (EB) team.
- The producer arranges a meeting with the client, where the producer and LTC Solutions jointly review the proposal.

2. Direct Link Submission

- Brokers or the EB team can submit a request through a dedicated link to LTC Solutions.

3. Email Request

- Brokers or the EB team can email LTC Solutions directly to request a quote.