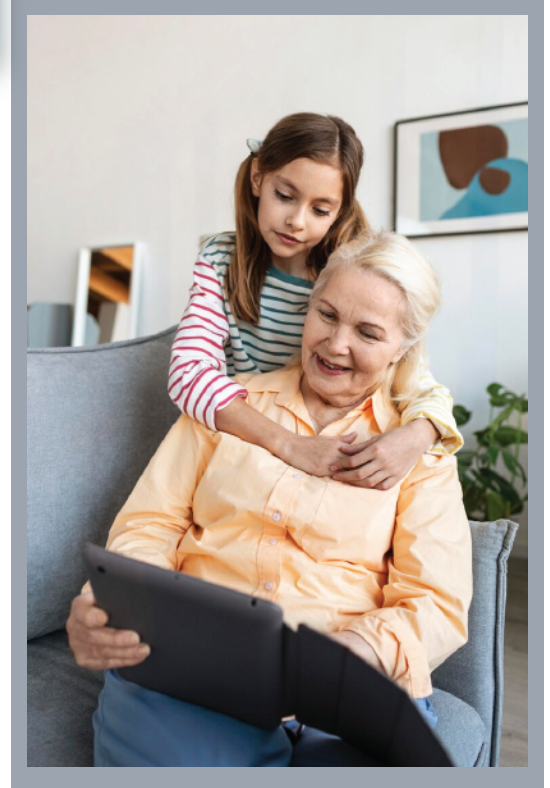


NOVEMBER IS LONG-TERM CARE AWARENESS MONTH

As people live longer and healthcare expenses continue to rise, the need for long-term care planning becomes more of a “when” than an “if” situation.

The majority of long-term care policies sold today combine coverage for long-term care with another benefit, usually life insurance. These policies are known as asset-based long-term care, hybrid policies, or linked-benefit policies. Products that combine life insurance with long-term care or chronic illness coverage are offered by more companies and have seen stronger growth in recent years than stand-alone long-term care insurance.

In 2022, LIMRA research showed these products represented 20% of life insurance sales based on total premium. A main reason why clients are drawn to asset-based long-term care protection is because it features a death benefit for the beneficiaries, even if care is not needed.



IT'S NOT JUST FOR SENIOR CITIZENS

Qualifying for coverage only gets more difficult as clients get older. And yet, most financial professionals wait to talk to clients about long-term care (LTC) and chronic illness (CI) until they're “old” enough – if they have the conversation at all.



Buy before age 65; avoid the high cost of waiting.

Your age and your health are important factors that determine the cost of long-term care insurance protection. Costs are based on your age at application and go up each year. By waiting to purchase until you are closer to retirement you might find it's just too expensive to buy this important protection.

At younger ages you can lock in good health special savings.

Your good health today can help you 'lock in' preferred health discounts that won't change even if your health does. If you currently have a health condition it's especially important to find out if you can health-qualify before it may get worse.

- What Care Costs
- LTC Conversation Workbook
- Turnkey Campaigns & Helpful Resources
- 5-Minute Client Guide to LTC Planning
- OneAmerica & BUA Microsite

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Call us today for more information or for assistance on your next case!