

Start the Conversation!



November is LTC Awareness Month.

Time to engage prospective clients in a conversation about the importance of planning for LTC.

Six Ways to Get the Conversation Going



The Need is Real

Did you know 70 percent of people who reach age 65 will need LTC services at some point in their lives?¹



The Cost is High

Most people can't afford to pay over \$85,000 per year for nursing home care.²



You're Probably Not Covered

Many people mistakenly believe their health insurance will cover LTC services.



You Can't Rely on the Government

Medicare provides limited coverage for LTC services, and Medicaid is for people with low incomes and limited resources.



The Best Time to Buy is Now

Your health could change tomorrow, making you ineligible for coverage.



Some Coverage is Better than None

Even a modest policy can help protect your hard-earned assets.

¹ U.S. Department of Health and Human Services

² Mutual of Omaha's Cost-of-Care Study conducted by LTCG, 2015; released June 2015

Looking for Sales Ideas?

Our LTC Sales Ideas booklet is packed with tips for turning your clients' needs and concerns into sales. Request a copy from sales.support@mutualofomaha.com.



LTC
AWARENESS
MONTH
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