

And provides care to your clients when the need arises






Informal caregiving and home health care

Your opportunity awaits

There's an increasing need for informal care in the U.S., with **74%** of people preferring to receive their long-term care (LTC) at home.¹ Informal care is usually provided by a loved one, friend or neighbor — who go unpaid for the daily care and assistance they provide.

Informal care is perceived as being free or at little cost, but in reality, there is a significant cost associated with the sacrifices family members and friends make to provide this care:

		
INCOME \$300,000 is the average lifetime loss in income and benefits for informal caregivers ²	TIME 30 billion hours per year are spent providing informal care, with 22 billion hours spent by people with full-time jobs ³	HEALTH 40% of sole caregivers predeceased the person for whom they were caring ⁴

An opportunity to prepare your clients and grow your business

Given the choice, many of your clients would prefer the freedom of living at home and receiving care from those they trust. Nationwide® has a variety of products that offer clients the flexibility to choose their preferred method of care - and protect their caregivers.

LEARN MORE ABOUT WHY INFORMAL CARE IS IMPORTANT TO DISCUSS WITH YOUR CLIENTS AND THEIR FUTURE CAREGIVERS.

Learn more

Contact the Nationwide Sales and Service Center at 1-800-321-6064 to learn more about how our LTC products can protect your clients and their informal caregivers.



This email was sent by: Nationwide, One Nationwide Plaza, Columbus, OH, 43215

- 1 "Health Care and Long-term Care Study," presented by Harris Poll for Nationwide (November 2015).
- 2 "Caregiver Statistics: Work and Caregiving," Family Caregiver Alliance National Center on Caregiving (February 2015).
- 3 "The Caregiving Landscape: Challenges and Opportunities of Employers," Nobel, Weiss, Sasser, Sherman and Pickering (March 2017).
- 4 "I'm losing myself, being a caregiver," Ron Kauffman on Caring.com (Oct. 16, 2016).

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