




Long Term Care Insurance

*Help Protect Your Family and Assets for
the Long Term*

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LONG TERM CARE INSURANCE MAY HELP
Consider this...

- 85% of home care is provided by **unpaid** family caregivers.¹
- Caregiving expenses may cause family caregivers to use up **all or most** of their savings.²
- **70% of people** who reach the age of 65 will require some form of long term care services and support at some point in their lives.³
- The number of Americans needing long term care services and supports is expected to **more than double** by 2050³

¹Alzheimer's Association, 2014 Alzheimer's Disease Facts and Figures. Alzheimer's & Dementia. Volume 10, Issue 2.
²Abramson, Alexis, Ph.D. "Corporate America's Caregiver Crisis." The Dr. Alexis Blog. July 10, 2013. <http://www.alexisabramson.com/caregiver-crisis>.
³"America's Long-Term Care Crisis: Challenges in Financing and Delivery." Bipartisan Policy Center. April 2014.

You've taken the steps to build your assets for the future. But have you considered how a long term care event could affect those assets? Consider some of the facts about long term care. 85% of home care is provided by unpaid family caregivers. The expenses incurred from caregiving could impact savings accounts. Though you may not believe you'll need care in the future, statistics show that 70% of people who reach 65 will require some form of long term care in their lives. And with the growing baby boom population, it's expected that the number of Americans who will need long term care will more than double in the next 35 years.



WON'T GOVERNMENT PROGRAMS HELP?

What government programs pay for long term care services?

Not Medicare or Health Insurance.

Medicaid – A low-income public assistance program that depends on public funding from states and the federal government. This program may limit your choices regarding care facility location, privacy, and other preferences you may have for your care. It also may not pay for care in your home.

Generally, to qualify for Medicaid, you must spend down income, savings, and assets (including life insurance benefits) to a state required level before receiving any government benefits⁴. After receiving care, Medicaid may try to recoup any money spent on your care from your estate after you die.

The **Affordable Care Act**, also known as Obamacare, does not address long term care.

⁴For more information about state Medicaid eligibility, go to <http://www.medicaid.gov/>

You may be surprised to learn that Medicare, and even most health insurance plans may not cover charges for long term care services. To qualify for Medicaid, you must spend down income and savings to be considered low income. And to-date, the Affordable Care Act does not address long term care issues.



WHAT IS LONG TERM CARE?

Long term care is not medical care, but rather a range of services and supports designed to meet your personal care needs for an extended period of time, such as providing individual assistance with Activities of Daily Living or the supervision of someone who is cognitively impaired.

Activities of Daily Living include:

*Bathing • Dressing • Eating • Toileting •
Continence • Transferring*

Long term care is not just about the elderly or nursing homes. In fact, long term care is increasingly about *practical solutions to help you stay in your home.*


When we talk about long term care, what do we mean? We don't mean medical care, but personal care to help with basic Activities of Daily Living, like bathing, dressing, eating, toileting, continence, and transferring in and out of chairs or beds. It's helping with the day-to-day routines for people with Alzheimer's or Parkinson's, or people recovering from a stroke or other illness or accident that makes it difficult or impossible to carry out normal activities. It's not just nursing home care, but practical solutions that could be performed in your own home by family members or paid caregivers.

WHAT ARE THE BENEFITS?

A stand-alone Long Term Care insurance policy includes many benefits⁵ and provides you with a complete package that could help protect you and your family.

- Know where to go and what to do with access to a Care Coordinator
- Cash Benefit enables you to pay family members for providing care and services⁶ without a waiting period
- Shared Care benefit allows couples to share benefits

- Return of Premium Upon Death before age 67 benefit
- Immediate access to home care benefits because of a built-in, 0-day elimination period
- A variety of inflation protection options help your policy benefits keep up with the increasing costs of long term care




⁵Qualifying for Benefits is required. Not all options are available in all states.
⁶Cash benefit is equal to 10 times your Maximum Daily Benefit (or 1/3 the monthly benefit).

So how does Long Term Care Insurance help with protecting you and your family?

When you have a qualified claim, you'll be provided access to a Care Coordinator, who may guide you toward the best strategy to meet your care needs. The Care Coordinator works with you, your family members, and physicians to find local long term care solutions. A Cash Benefit makes cash immediately available to you that you can use any way you see fit, including paying family members for your care. If you have a Shared Care benefit for couples, it works just like it sounds. If one partner exhausts his or her own benefits, they can access their partner's benefits.

Return of Premium Upon Death before age 67 provides your estate or a loved one a lump-sum payment totaling the sum of all premiums paid to date for your policy, less the amount of any claims paid. You can also have benefits that can help pay for services that keep you at home like adult day care, paid health care providers, and home modifications such as access ramps, grab bars, and wheelchairs without a waiting period.

Inflation protection options help increase your Pool of Money and Maximum Daily Benefit amounts to help you keep up with the rising costs of long term care.



ARE LONG TERM CARE SERVICES REALLY THAT EXPENSIVE?

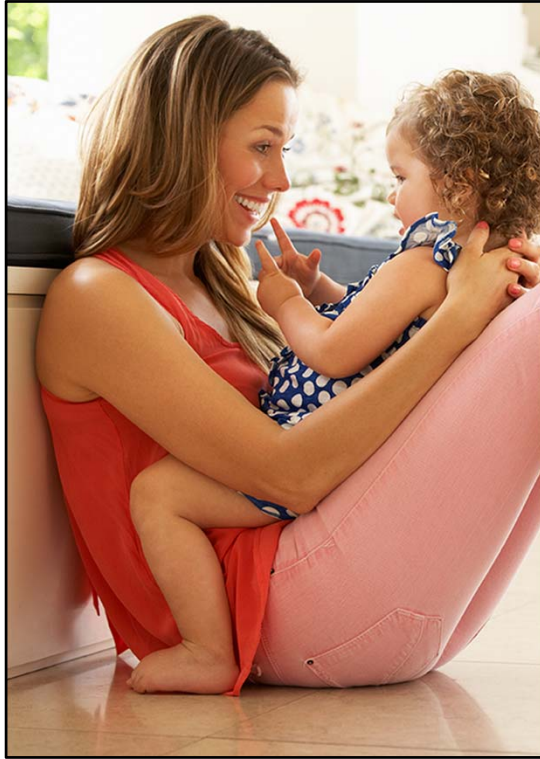
These costs can add up quickly. By purchasing **Long Term Care insurance** now, you plan for the future and help alleviate expensive long term care costs.

Type of Care	Cost Per Hour/Day ⁷	Annual Cost ⁷
Home Health Aide	\$21/hour	\$30,660 (4 hrs/day, 7 days/wk)
Homemaker Services (1 bedroom)	\$19/hour	\$27,740 (4 hrs/day, 7 days/wk)
Adult Day Care Center	\$69/day	\$25,185
Assisted Living Facility	\$110/day	\$40,200
Nursing home care (semi-private room)	\$228/day	\$83,230

If you should need long term care in the future, where would you get the money to pay for it?

⁷American Association of Long-Term Care Insurance, 2012-2013 AALTCI Sourcebook.

If you should need long term care in the future, where would you get the money to pay for it? Long term care costs could add up quickly. The costs shown here are average long term care costs as of 2013. If you'd prefer to stay at home with a non-medical home-health aid, annual costs are over \$30,000. If you have family who can take care of you in the evenings, an adult day care center might be around \$25,000 a year. And assisted living and nursing home care is twice to three times that amount. Long Term Care Insurance helps alleviate these expenses.



WHEN IS THE BEST TIME TO BUY?

The time to buy Long Term Care insurance is *before you need it*.

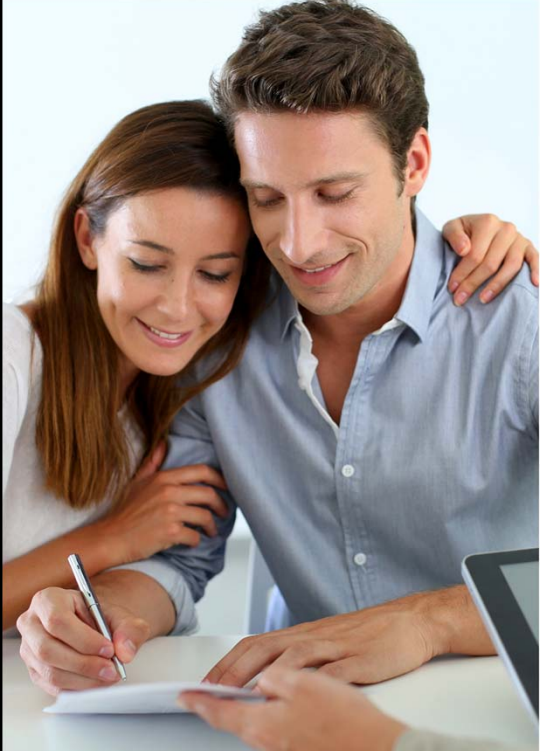
Long Term Care insurance premiums are based on your health, your age, and in certain situations your gender. And generally, the younger you are, the less the premium will cost. You should also consider:

- An insurance company will only insure if you can health-qualify, and usually people are healthier when they're younger.
- Purchasing at a younger age may enable you to receive a good-health discount that will be applied for the lifetime of the policy.
- Generally, premiums are higher when you purchase a policy at an older age, so you may end up paying more if you wait.

Once your policy is issued, it cannot be canceled regardless of your health unless you do not pay the premium.⁸

⁸Premiums are subject to change. See "a word about premiums."

So when is the best time to buy Long Term Care Insurance? Like all insurance, the best time to buy is before you need it. With Long Term Care Insurance, you qualify when you're younger and healthier. Plus, purchasing at a younger age may enable you to receive good-health discounts that keep the premiums lower throughout the life of the policy. The older you are when you purchase a policy may also cause the cost of premiums to be higher.



At this point in your life, Long Term Care insurance may be something you want to consider.

We can start the application process together to see how a Long Term Care policy can fit into your individual life plans.

To get started, schedule a meeting with your Long Term Care Insurance agent/producer or financial advisor today.

Once you've been approved, you'll have 30 days to decide if you'd like to keep the policy.

If you're interested in hearing more about Long Term Care Insurance, or are ready to discuss purchasing a policy, schedule a meeting today with [me] [your financial advisor] [your insurance agent/producer].

A word about premiums

Although the policy allows the company to adjust premiums as needed, with prior approval if required by the Interstate Insurance Product Regulation Commission or your state's Department of Insurance, we cannot increase your premiums during any applicable rate guarantee period. When a rate guarantee period ends, your premium will be adjusted by any premium increases that may have occurred during the rate guarantee period. We cannot single you out for a premium rate increase, but we can change your premium based on our experience with all insureds in your same premium class. Once we issue your coverage, we cannot cancel your policy as long as you pay your premium on a timely basis.

The purpose of this advertisement is solicitation for long term care insurance and an insurance producer/agent will contact you. This is an individual Long Term Care insurance policy underwritten by Transamerica Life Insurance Company, Cedar Rapids, IA. You must qualify before you can receive benefits under the policy. Benefits and premiums may vary by policy. Exclusions and limitations apply. For details regarding underwriting requirements, exceptions, reductions, limitations, and the company's right to increase premiums, contact your insurance agent/producer. Policy Series ICC10 TLC-3, ICC13 TLC-4.

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