

10 reasons why you should be talking with your clients about long-term care — now*

Your clients are counting on you to help them feel confident about their future. That's why 9 of 10 individuals believe advisors should be discussing long-term care planning with them.*

1



It's part of retirement planning.

95% of advisors believe that it's important for clients to consider long-term care planning as part of their retirement strategy.

2



Their loved ones are counting on you.

97% of Americans agree that families ought to discuss plans for long-term care before it's actually needed.

3



It's beneficial to act sooner rather than later.

94% of advisors agree that people wait too long before discussing plans and options.

4



Medicare and Medicaid won't cover it.

If qualified, Medicare may only pay for a portion of skilled nursing costs up to 100 days.¹ And Medicaid is only available to those with limited assets and income.

5



They don't want to foot the bill.

9 of 10 advisors agree that, even for those who can self-insure, long-term care coverage can provide tax-free financial leverage.

6



It may cost more than they think.

Americans far underestimate the potential cost of long-term care, which can amount to nearly twice as much as what they assume.

7



Their spouse and them may not be on the same page.

More than half of Americans say having a spouse is their long-term care insurance, yet more than half of spouses haven't had this conversation.

8



Their family needs a plan.

61% of sons and more than half of daughters hope they don't become their parents' caregivers.

9



Planning for professional caregiving is often a smarter idea.

72% of individuals worry that they would not be able to provide adequate care if somebody in their family needed it.

10



Good health doesn't make them exempt from planning.

74% believe that living a healthy lifestyle is the answer. But living a healthy lifestyle may mean they'll live longer and face health-related risks associated with aging.

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LCN-1977946-122117

POD 1/18 Z01

Order code: MGR-CONV-FLI008

*VerstaResearch, "2017 LTC Marketing and Thought Leadership Research, Findings from Surveys of Advisors and Consumers," October 2017. For a printed copy of this research, please call 877-ASK-LINCOLN. The survey was commissioned by Lincoln Financial Group and included approximately 500 advisors and 1000 consumers.

¹Department of Health & Human Services, "Long-Term Services and Support for Older Americans: Risks and Financing," *ASPE Issue Brief*, <https://aspe.hhs.gov/pdf-report/long-term-services-and-supports-older-americans-risks-and-financing-research-brief>, February 2016.



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