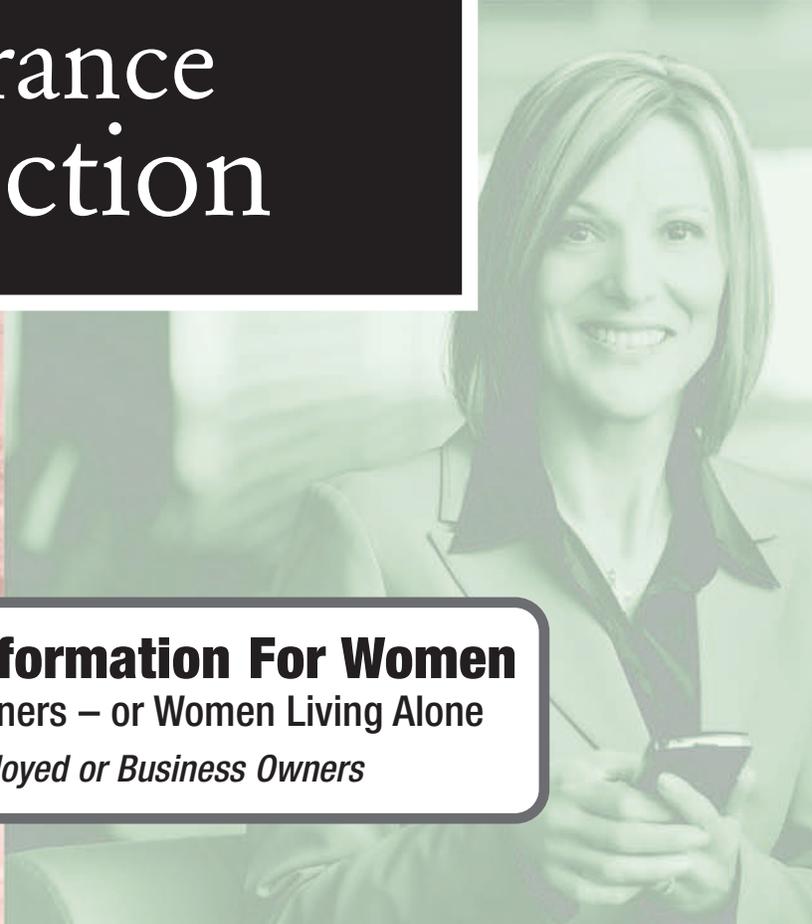
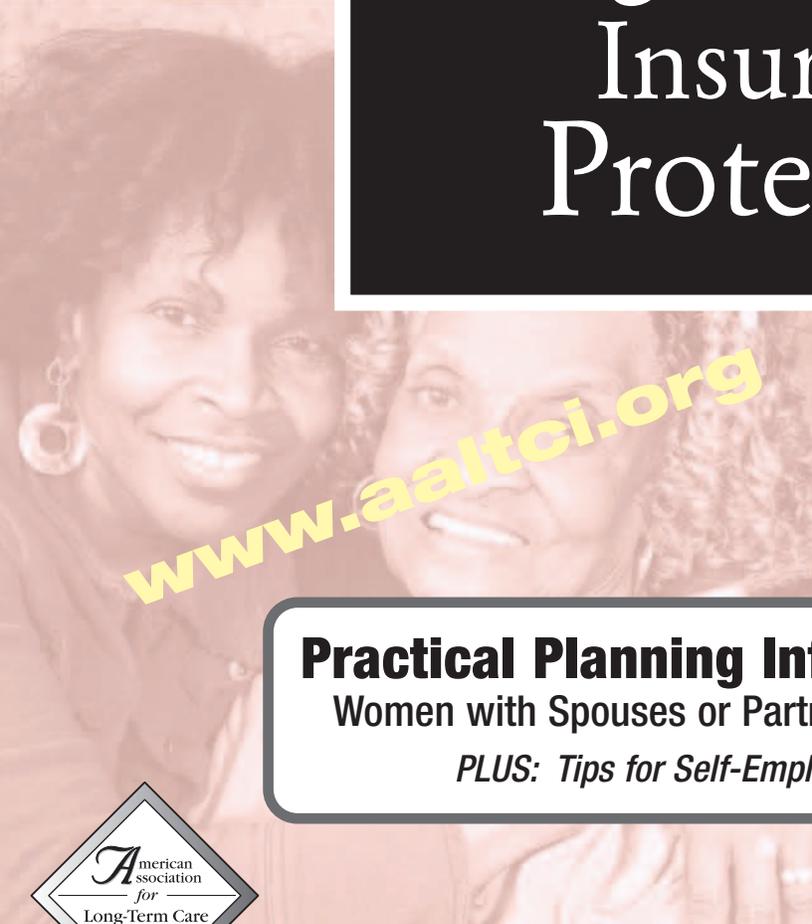




A WOMAN'S GUIDE TO
Long-Term Care
Insurance
Protection



Practical Planning Information For Women

Women with Spouses or Partners – or Women Living Alone

PLUS: Tips for Self-Employed or Business Owners





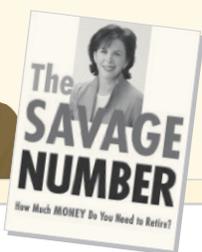
Chances are
I'll be there to care
for my husband.

But who'll be
there for me?

Every woman secretly
fears being a
"bag lady!"

Long-term care
insurance allays
those fears.

Terry Savage
Nationally syndicated
personal finance columnist
and author, *The Savage Number*



LONG-TERM CARE PLANNING IS ESPECIALLY IMPORTANT FOR WOMEN

Long-term care is an issue of particular importance to women. Women are often impacted as providers of care and, ultimately, as recipients of long-term care.

This guide sets out to provide valuable information about long-term care and long-term care insurance protection - an increasingly popular way to protect your future.

Financial experts agree that without long-term care planning, your financial plan is incomplete. Planning today can protect your savings from the cost of needing long-term care at some point in the future. More importantly, having a plan will give you more choice in how and where you receive care ... it can ease the financial and emotional burdens on you and loved ones.

Peace of mind may be the greatest benefit of all.

LONG-TERM CARE IMPACTS WOMEN - AS RECIPIENTS AND CAREGIVERS

Women live longer than men. As a result, women are far more likely to reach an age where they will be the recipients of long-term care.

Women Are More Likely To Need Long-Term Care:

- Women live about five years longer than men
- Women have 10 times the chance (as men) of reaching age 85
- Women age 75+ are far less likely to be married (38%) than men (74%)
- Women over the age of 65 are twice as likely to be living alone
- Women over the age of 65 include 980,000 nursing home residents versus 337,000 men
- Women are far more likely to suffer from Alzheimer's Disease

Women Are More Likely To Play Caregiver:

Women provide the majority of care. When a spouse or family member needs care, a woman is likely to ask what she can do to help. A man may ask whom he can get to help. Today, 7 in 10 unpaid caregivers are women, mostly wives and adult daughters. Most of them balance caregiving with jobs and families.

- Women provide between 60-to-75% of family or informal (unpaid) care
- Women who provide care for an ill or disabled spouse were almost six times as likely to suffer depressive symptoms
- Women who spend 9+ hours a week caring for an ill or disabled spouse double their risk of coronary heart disease
- Women don't abandon their caregiving responsibilities because of employment but they lose an average of \$25,484 in Social Security benefits, and some \$565,000 in lifetime earnings and \$67,000 in pension benefits

THE CHOICES YOU MAKE TODAY MAY GIVE YOU BETTER CHOICES TOMORROW

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You work hard to plan for the future. You have health insurance in case you get sick and maybe life insurance to provide for loved ones. You put aside money so that when the time is right, you can enjoy a more comfortable retirement. One that may last for many years.

Thanks to better health habits and medical advances, chances are you will live a long life. When you live into your 80s, your 90s and possibly even longer, the chance of needing long-term care increases. Maybe you've seen this with a family member or a neighbor.

Costs for long-term care are generally not covered by standard health insurance. Government programs, such as Medicare, offer some coverage, but only under restricted circumstances. Medicaid requires recipients to be indigent. But the most important question is "what will the future hold for these government programs?" Are you willing to bet your own future on them?

A good way to help guard your savings and assets from the costs of long-term care is with the protection of a long-term care insurance policy. There's more than the financial protection. You'll be providing better options for yourself and your family because long-term care insurance protection can give you more flexibility in how and where you receive care.

You may enjoy more choices -- like the ability to be cared for in your own home. Having insurance to pay for care can help ease the burden on your family. It can allow loved ones to care about you ... not have to care for you.

A MOST IMPORTANT FACT

Individuals must "health qualify" for long-term care insurance coverage. Waiting is never advantageous because your health can change and insurance policy costs are based on your age at application. If you are in good health, you may benefit from preferred health discounts offered by insurers. Locking in this good-health discount can save you money for your whole life.

Percentage of Long-Term Care Insurance Applicants Who Are "Health Declined"		Percentage of Long-Term Care Insurance Applicants Qualifying For Good Health Discounts	
Age of Applicant	% Declined	Age of Applicant	% Who Save
Under 50	7.3%	40 to 49	66.8%
50 to 59	13.9%	50 to 59	51.5%
60 to 69	22.9%	60 to 69	42.2%
70 to 79	44.8%	70 to 79	24.2%
80 and Over	69.8%	80 and Over	12.9%

Source: American Association for Long-Term Care Insurance, 2008 industry research analysis



We wanted our kids to care about us ... not have to care for us.

If one of us needs care our savings are protected for the other. And access to quality care is assured. If we both need care ... well the protection and peace of mind was a bargain.

WOMEN BENEFIT MORE From Having Long-Term Care Insurance Protection

Percentage of All Claims Paid

Single Women 41%
Married Women 25%

Single Men 12%
Married Men 22%

Most Frequent Reasons Women Receive LTC Insurance Benefits

Dementia Cancer
Fractures Stroke
Osteoarthritis COPD
Congestive Heart Failure
Spinal Stenosis
Hip Fracture / Replacement
Parkinson's
Knee Replacement

Source: Genworth Financial, 2008 Claimant study



**My husband
loves me, but if
I need care
I don't want to be
dependent on him.**

**I hope never to use it, but I
feel much better knowing
we've got a plan in place.**

Long-term-care planning is especially critical for women, who are likely to outlive their husbands.

Not only can it protect the assets you've spent a lifetime accumulating, but it can also provide priceless peace of mind.

Janet Bodnar
Editor,
Kiplinger's Personal Finance



FOR WOMEN WITH SPOUSES OR PARTNERS

Long-term care is a most complicated and often an emotional topic when you share your life with someone. It's often a topic women hesitate to bring up ... though you should. The fact is, women initiate most long-term care planning discussions.

If your spouse needs care, of course you'll do everything to provide that care ... no matter what it takes. But, what if that care involves lifting your husband from the bed to the toilet? Can you physically manage that today? What about in 10 or 20 years?

If you can't manage providing all the necessary care for your spouse, will he agree to pay for outside help? What if you needed the care, would he try to do it all himself as a way to avoid paying someone else? Is that really what you'd prefer?

And, here is the harshest of all realities. Because women live longer than men (and are often younger than their spouses) the cost of his long-term care could deplete much of your combined savings. You're not going to deny him care ... and you shouldn't. But what will that leave you to live on for the remainder of your life? You could still live for many years.

The fact that you are taking the time to read this brochure means you understand and are concerned about the risk of needing long-term care. You understand that a need for care by either of you will impact your family ... and your future.

Sometimes the way to begin the planning discussion is with a third-party expert, a financial planner or knowledgeable long-term care insurance professional. They can explain the options and help address the harsh realities that you may be thinking about ... but are not quite ready to discuss on your own.

SPOUSAL OR PARTNER DISCOUNTS

Long-term care insurers offer discounts to married adults and even unmarried adults who are living together. These savings generally range from 15-to-40 percent each year when more than one individual purchases coverage at the same time. A partial couples discount may even be offered if only one partner is covered.

The discounts are set by each individual insurer and can vary. That's why it's smart to speak with a long-term care insurance professional who has access to policies from multiple insurers. They can ensure you get the best protection ... and the best price.

Questions To Ask

Do all individuals need to purchase identical plans or can different coverages and options be selected?

Are there circumstances that could result in the future loss of your spousal or partner discount (for example, divorce)?

What happens to the discount when one partner dies?

FOR WOMEN LIVING ALONE

Long-term care is an important issue for women living alone. Women who are married have spouses to turn to when care is needed ... and often their extended families.

What will happen if you need care? Who will provide it? If you have to hire caregivers, how will the cost impact your savings and assets? While long-term care is generally something you need at older ages, accidents and illnesses result in a need for long-term care by women in their 40s and 50s. How will an extra bill of \$30,000 to \$60,000 a year impact your retirement?

As an independent woman living alone, you understand and are concerned about your own risk of needing long-term care. You understand that such a need for care will impact your future ... and your loved ones.

A smart plan begins with information; what long-term care do women living alone often need? What are the care options and the related costs in your area?

Begin by speaking with a knowledgeable long-term care insurance professional. They can explain the options and answer your questions without any obligation.

There is an old saying that goes, "A failure to plan, is a plan for failure."

MORE RISK ... MORE BENEFITS RECEIVED ... SAME COST

As this brochure points out, women have a far greater risk of needing long-term care. And the chart on this page shows that almost two-thirds (65%) of the claim benefits paid by insurers are paid for care required by women.

Long-term care insurance premiums however are the same for a single woman as they are for a single man. You could say that makes the purchase an even smarter decision for women.

**LIVING A LONG LIFE IS LIKELY.
PLANNING FOR IT IS A REAL NECESSITY.**

That's especially true for women!



I value my
independence
and have worked
hard for it.

I'm not willing to
lose it if I need
care.

Percentage of Long-Term Care Insurance Claims Paid To:

Women	65%
Men	35%

Percentage of Claims Paid For:

Home Care	42.0%
Assisted Living	27.5%
Nursing Home	30.5%

Age At Which New Claims Were Opened

Age 50 - 59	1.5%
Age 60 - 69	7.0%
Age 70 - 79	30.5%
Age 80 - Over	60.6%



I had no idea the cost could be tax deductible.

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A NO-COST BENEFIT

Offering Protection to Your Employees

Your business can make available **discounted long-term care insurance coverage** to employees, their families and even their parents.

No-cost (voluntary) options are available today for business of virtually all sizes.

THERE ARE TAX ADVANTAGES FOR BUSINESS OWNERS AND SELF-EMPLOYED

Long-term care insurance protection may be up to 100% tax deductible to a business depending on its type. In addition to Federal (IRS) tax advantages, a growing number of States offer tax incentives for the purchase of long-term care insurance protection.

Business owners can generally choose who is covered; deducting the cost of qualified long-term care insurance protection for themselves, for their spouse and even for their tax dependents (such as parents).

Corporations (C-Corps) can create an 'Executive Carve-Out' plan whereby the corporation pays the cost of insurance for designated individuals. Company-paid policies can cover spouses even though the corporation does not employ them. The premium paid by the business is excluded (not reported) from the employee's Adjusted Gross Income and benefits may be received tax-free.

DEDUCTIBILITY INCENTIVES FOR INDIVIDUALS AND SELF-EMPLOYED

Individual taxpayers who itemize tax deductions can treat premiums as a personal medical expense. The yearly maximum deductible limit for long-term care insurance depends on the insured's age at the close of the taxable year (these limits increase each year for inflation).

Self-employed individuals may deduct costs for tax-qualified long-term care insurance up to the current year's age-based limit.

ACCELERATED PAYMENT OPTIONS PROVIDE PLANNING ADVANTAGES

The availability of '10-pay' or 'paid-up-at-65' policies enable individuals and business owners to maximize tax advantages and retirement income strategies. You could enjoy fully paid-up protection prior to retirement. An additional advantage; the elimination of exposure to future rate increases.

COMPARING EMPLOYER (GROUP) OR ASSOCIATION LONG-TERM CARE INSURANCE OFFERINGS

Individuals are increasingly being offered long-term care insurance by their employer or as a benefit of membership in an organization.

Group long-term care insurance coverage may offer less stringent health underwriting. That's an important factor if you have existing health conditions that might prevent you from health qualifying on an individual basis.

But, group plans may not offer the significant spousal or partner discounts - or discounted good-health rates that are available with individual policies.

It always pays to compare.

A FEW VALUABLE CONCEPTS

There are simple ways to reduce the cost for long-term care insurance coverage. Adding a deductible period, or planning to co-insure - where you pay a portion of costs - are just some of the ways to consider.

Unmarried adults living together may be able to take advantage of discounts offered by an increasing number of insurers.

Divorce doesn't always result in loss of spousal discounts. The savings can amount to as much as 40% annually. Some attorneys are including long-term care insurance coverage as part of divorce settlements.

A current health condition that will result in a declined application for insurance coverage from one insurer may be acceptable to another insurer. But, ask your LTCi professional before completing an application.

Being 'Condition Free' for a period of time can make you eligible to apply for long-term care insurance.

Something now ... more later. Some insurers allow you to purchase a base plan of long-term care insurance protection that you can add to in future years as your budget permits.

Don't lose it ... if you don't use it. Today, there are multiple ways to plan for long-term care. Life insurance policies may offer you long-term care benefits. If you never use benefits (or only a portion), your beneficiaries (family, a charity) receive funds as the life policy's death benefit. Annuity contracts that offer long-term care benefits are also becoming increasingly available.

LONG-TERM CARE PLANNING QUICK-CHECK

Did either parent reach their late 70s, 80s, or beyond? Yes
Some scientists acknowledge that a parent's longevity can be an indicator of your chances of living a long life. No

Is there a family history of Alzheimer's or Diabetes? Yes
Alzheimer's Disease is the #1 reason for the largest long-term care claims and costs. Diabetes is also increasingly common. No

Do you expect to live into your 80s or beyond? Yes
Living a long life is likely. When you do, the chances of needing long-term care increase significantly. Are you prepared? No

Would an extra bill of \$30,000 - to - \$80,000 a year in retirement be a problem for you? Yes
What if you needed care for 2 years, 3 years or longer? No

Do you live with someone who can provide care? Yes
Who will care for you if you need help with simple things like getting in and out of the shower or buttoning a blouse? No

When you retire, are you considering a move? Yes
Have you considered the cost for home care, or Assisted Living in your own area ... or where you might retire? No

Have you started any medications in the past few years? Yes
These often are an indication of health changes that could make it impossible for you to health-qualify for insurance if they worsen. No

Does my employer offer long-term care insurance? Yes
It costs nothing to compare the cost for coverage available through your employer with an individual policy. You may save. No

AND PERHAPS THE MOST IMPORTANT QUESTION TO ASK

Have you talked with your family about how you - and your spouse or partner - will be cared for?

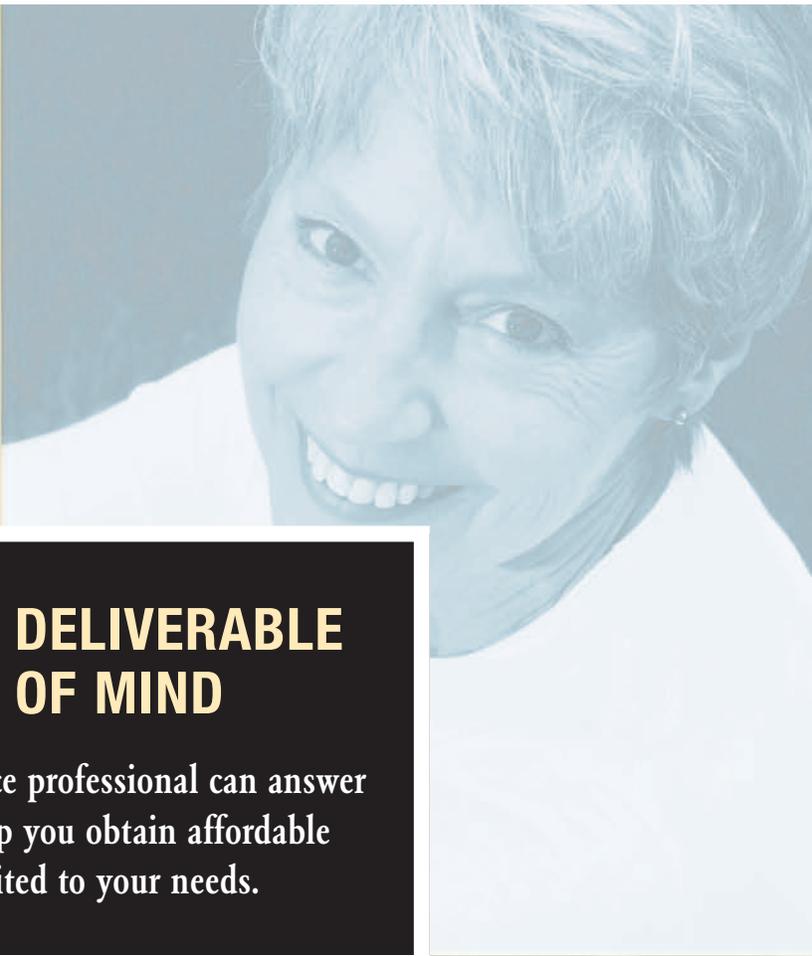
Kids all say they will take care of their of their parents - but it's more desire than reality. And parents rarely want their adult children's lives disrupted.

What are your plans? What funds are available to pay costs?
It's an important talk to have.

THE QUESTION TO ASK
YOUR LONG-TERM CARE
INSURANCE
PROFESSIONAL

Do you offer long-term care insurance policies from multiple companies?

The cost for long-term care insurance will vary - sometimes by several hundred dollars a year. Available discounts and acceptable health conditions can vary as well. That's why it is important to ask if your insurance or financial professional compared multiple insurers before making a suggestion or recommendation.



MY GREATEST DELIVERABLE IS PEACE OF MIND

A long-term care insurance professional can answer your questions and help you obtain affordable protection best suited to your needs.

Please Contact Me For More Information

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