

# Why Employees are asking for LTC benefits



**Protecting loved ones during life's most challenging times**



# About AffinityLTC

- AffinityLTC is a firm that specializes in the marketing and administration of employer and association-sponsored Long Term Care Coverage (LTC).
- Through years of experience and a proven track record, AffinityLTC maintains a long-standing, exclusive level of contractual relationships with LTC companies that have been made available to College & University Associations for consideration for their member's employees.
- Successfully implemented more than 150 Private College and University LTC Programs.
- Your “Go-To” partner for implementation, education and ongoing servicing for your membership.
- Incumbent broker friendly.



# Reasons People Buy Long Term Care Coverage

- Help protect retirement savings they have put aside
- Help protect family and friends from the burdens of care giving
- Help maintain choice of where they receive their care
- Help them stay in their homes for as long as possible
- Help them maintain a level of control and independence in their lives

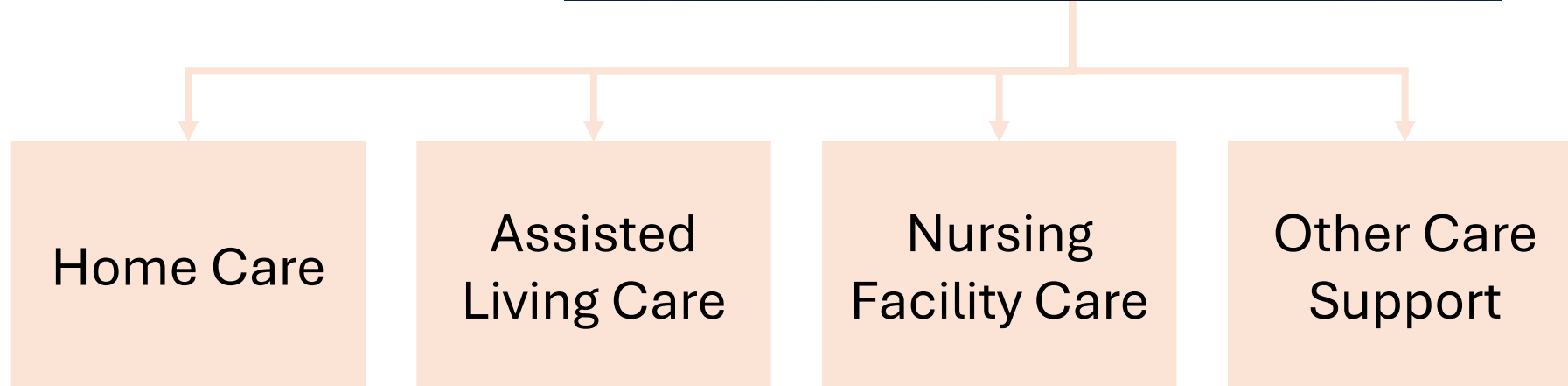


# GLTC Supports Employer and Employee Goals

- Enhances benefits packages to attract and retain talented employees
- Helps regain lost productivity by relieving caregiver stress
- Helps secure retirement savings
- Maintains employee independence
- Provides coverage not available with other insurance
- Removes reliance on government programs

# How Does Long Term Care Coverage Work?

It provides a  
“pool of money” or  
Total Coverage  
Amount that can pay  
for long term care  
services when and  
where needed:



# Myths and Reality

It won't happen to me

**Myth**

My insurance already covers this

**Myth**

The government will pay

**Myth**

I can pay for this out of my savings

**Myth**

I can rely on my family

**Myth**

It's too expensive

**Myth**

# Can You Pay for Long Term Care out of Your Savings?



**A 45-year old investing the equivalent of their monthly premiums to age 70, would not have enough to pay today's cost for one year in a nursing home**

1. Based on \$6,000 Monthly Maximum, \$150,000 total coverage

2. Genworth Financial Cost of Care Survey. Conducted by CareScout 2023. Assumes nursing home care is within semi-private room.

# USA Annual Costs\*

## Annual median costs: USA - National (2023)

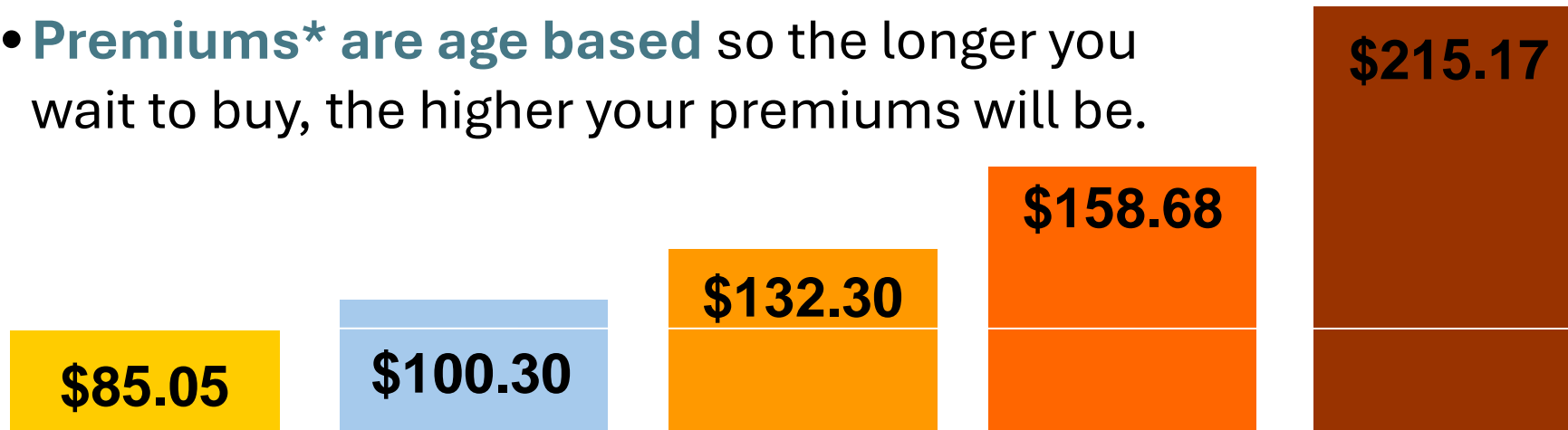
In-home care <sup>ⓘ</sup>	2023
Home maker services <sup>1</sup>	<b>\$68,640</b>
Change Since 2022 <sup>2</sup>	7%
Home health aide <sup>1</sup>	<b>\$75,504</b>
Change Since 2022 <sup>2</sup>	10%

Community and assisted living <sup>ⓘ</sup>	2023
Adult day health care <sup>3</sup>	<b>\$24,700</b>
Change Since 2022 <sup>2</sup>	6%
Assisted living facility <sup>4</sup>	<b>\$64,200</b>
Change Since 2022 <sup>2</sup>	5%

Nursing home facility <sup>ⓘ</sup>	2023
Semi-private room <sup>5</sup>	<b>\$104,025</b>
Change Since 2022 <sup>2</sup>	4%
Private room <sup>5</sup>	<b>\$116,800</b>
Change Since 2022 <sup>2</sup>	5%

# Why Buy Now?

- Employees are eligible for **no underwriting** (18-70) ONLY during their enrollment period.
- Spouses have **no underwriting** ONLY during their initial enrollment period.
- If you postpone the decision to buy, you **may not qualify** due to future health issues.
- **Premiums\* are age based** so the longer you wait to buy, the higher your premiums will be.



\* **Premium Chart** based on \$150,000 coverage level starting at age 30 and increasing in 5-year increments

# Assumptions of Evaluating the Offer via Coalition

- Member schools look to Coalition to capitalize on organizational buying power
- Across the entire organization Coalition brings the best deal to its member schools
- Allstate, working with AffinityLTC, presents a consistent and equitable approach to the LTCI need at every member school interested
- Your Care 360 - a caregiver support platform (demonstrated via one-on-one reviews) will be made available to all member institutions free of charge for all employees use even if they chose to not participate in the benefit program offering.

# The Coalition program through



- **Products:** Choice of Group Universal Life 23 (GUL23) or Group Whole Life (GWL)
  - *Only one product may be offered to a single group*
- **Guarantee Issue Maximums**
  - *Employee (18 - 70): \$175,000*
  - *Spouse (18 - 70)*
    - Working: \$40,000 (Actively at work question required)
    - Non-Working: \$10,000
    - If working spouse status not available, GI maximum is \$10,000
  - *Children (24hrs - 18yrs): \$20,000*
    - Child Term Rider
- **Guarantee Issue Period**
  - *During initial enrollment in year 1, and during annual enrollment in year 2. New hires and qualifying life events are always GI.*
- **Minimum Participation** – 5 issued applications per employer group

# Advantages of This Program

- **Flexible choices** to match your needs
- **Spouses** 18-70 can also apply
- Pays for covered care in the **full range of settings**
- This program is **fully portable**
- **Simple implementation and enrollment**
- Premiums can be **payroll deducted or electronic funds transfer**



# Enrollment Successes in Education Market

(Testimonials from Peer Institutions)

*“...promised a seamless implementation, and they indeed did deliver as promised. This was evident in that there was little or no “foot traffic” to HR offices.”*

*“...I am especially grateful for AffinityLTC’s customer service! Every interaction was upbeat, positive, and professional.”*

*“...The enrollment process was carefully planned to assure a smooth flow of information, comprehensive educational sessions, and follow-up on important questions.”*

*“...Employees were impressed with the thoroughness of the group meetings, and the knowledge of your staff.”*

*“...many employees were appreciative of this new benefit offering.”*

*“...our implementation was straightforward and required minimal effort from our office.”*

# Next Steps



Request proposal

*Reach out to AffinityLTC for no obligation proposal  
no census required!*

Proposal review call

*with Your Care 360 demo*

Contact us at:

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