

Roads to Long-Term Care Planning Success

**Barry J. Fisher
Susan M. Blais**

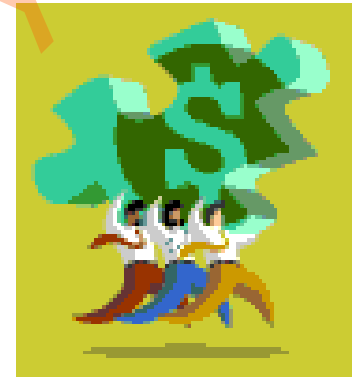
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www.bjfim.com**



Section One

Long-Term Care from 30,000 Feet

- ▶ Brief introductory comments
- ▶ Why long-term care insurance; why now?
- ▶ CLASS Act postmortem
- ▶ Long-term care “by the numbers” probabilities, costs
- ▶ Roads to long term care “planning” success
- ▶ What does the market look like?
- ▶ How do you open a case?
- ▶ Components of traditional long-term care insurance



Section Two

The Easiest Place to Sell LTCi

Susan Blais

- ▶ **Three ways to work with WP/BJFIM**
- ▶ **Worksite long-term care insurance overview**
- ▶ **Why individual is better than group LTCi**
- ▶ **Best prospects and getting a quote**
- ▶ **BJFIM worksite sales presentation**



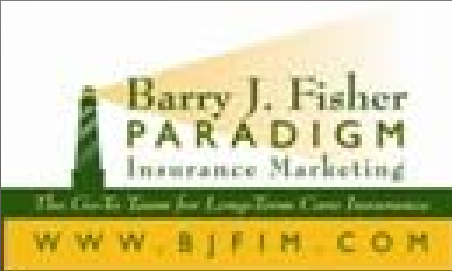
Section Three

The Brave New World of LTC Planning

- ▶ **Linked long-term care planning solutions**
 - *Annual premium life products accelerated benefits (ABR) for chronic illness*
 - *Mid-market long-term care planning solution*
 - *Single premium life & annuity products with chronic illness benefit*
 - *Chronic illness with loss-of-function benefit*
- ▶ **Term life insurance made simple for non-traditional life agents**
- ▶ **Other non-traditional products with chronic illness connection**
 - ▶ *Non-can disability income + catastrophic DI rider*
 - ▶ *Critical illness*
- ▶ **BJFIM Long-Term Care Planning Solutions Guide**
- ▶ **Q & A, lunch & drawings**



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**California Long-Term Care
Continuing Education Requirement**
For Agents Licensed Four-Years or More

For All Long-Term Care Policies
8-hour Long-Term Care Course
Correspondence or Classroom
Every Two-Year Renewal Cycle

+

For California Partnership Policies
8-hour California Partnership Course
Classroom Only (Optional but Recommended)
Every Two-Year Renewal Cycle

Long-Term Care Insurance Sales Success

**DOES NOT MEAN
YOU NEED TO BE A
LTC EXPERT**

You Just Need to Ask a
Few Simple Questions

THEN CALL

Barry J. Fisher
PARADIGM
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The Go-To Team for Long-Term Care Insurance

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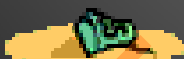
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What's A BJFIM/Paradigm?

- ▶ Brokerage general agency for all individual *insured* solutions for long-term care risk management and planning
- ▶ Established in 1995
 - *Barry's life & LTCi career dates back to 1976*
 - Chairman, NAHU LTC Advisory Committee & Member NAHU Legislative Council
 - Past President LAAHU & CAHU -- former CAHU V.P. of Leg & CAHU-PAC Chair
 - Founding President of The American Association for Long-Term Care Insurance
 - *Susan's career in health insurance & LTCi dates back to 1985*
 - Blue Shield, TakeCare, FHP, WellPoint, PacifiCare – Joined BJFIM in 2006
- ▶ Corporate office is in Woodland Hills, CA
 - *Central Coast office in Paso Robles, CA*
 - Affiliate offices in Encino, Fresno, New Braunfels (TX) and soon Denver
- ▶ Represent all of the primary traditional LTCi companies
- ▶ Comprehensive portfolio of "linked" long-term care solutions
 - *Life, annuity, disability and critical illness products w/LTC benefits*
- ▶ Keeping it SIMPLE is the key to long-term care planning success

Why Long-Term Care?

Why Now?



Top 10 Reasons to Promote Long-Term Care Insurance to Your Clients

- 1 At least 70 percent of them will need long-term care at some point in their lives, according to the US Department of Health and Human Services.
- 2 Though many people think long-term care is delivered in nursing homes, 85 percent of care today is delivered in the patient's home (especially if they are wealthy or own long-term care insurance).
- 3 Long-term care does not just happen to old people: almost 40 percent of long-term care patients today are under age 65.
- 4 The cost of services today are about \$200 per day (\$6,000/month, \$73,000 per year) and the cost is increasing by 5 percent annually.
- 5 An individual in their 50s today will need almost \$300,000 per year to pay for long-term care services when they're in their 80s.
- 6 The average length of a long-term care claim is three to five years: will your client have an extra \$900,000 to \$1,500,000 in assets in their 80s?
- 7 The best time to purchase long-term care insurance is from age 40 to 65, which describes many of your clients.
- 8 Both individual and worksite programs are available, and both provide tax-free benefits. Premiums are tax-deductible for many applicants.
- 9 Long-term care insurance pays competitive commissions and is fully vested.
- 10 If you don't speak to your clients about long-term care protection, who will?



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Importance For YOU

- ▶ Consumers want to know their options
 - *Selling LTCi is the right thing to do*
- ▶ CLASS Act has created consumer awareness
 - *Social safety net, Medicaid, is collapsing*
 - *Congress is still looking for the "silver bullet"*
- ▶ Financial insecurity creates opportunities
- ▶ New linked products appeal to broader segment of consumers creating more opportunities for YOU
- ▶ Diversification of your business offering
- ▶ Improve your bottom line with vested first year and renewal commissions
- ▶ Resources and tools that BJFIM and WP have to offer agents makes LTCi easy to sell



What Is Long-Term Care?

- ▶ “Chronic Illness” (not medical – acute -- in nature)
- ▶ Generally accepted definition (insuring clause) -- HIPAA
 - *The inability to perform 2 of 6 of the activities of daily living*
 - Eating, bathing, dressing, toileting, transferring, continence
 - *Suffering from a severe cognitive impairment*
 - Alzheimer’s disease/dementia
- ▶ Long-term care “risk management” means providing liquidity to pay for the costs of services that an individual needs when they can no longer care for themselves
- ▶ High probability event as one gets older
 - *Incidences at younger ages particularly due to catastrophic accidents*
- ▶ Costs for high quality full time care in facility or home are now pushing \$100,000 per year in today’s dollar

Fluency In Long-Term Care

MetLife

Mature Market
Institute



American Association
for Long-Term Care Insurance™

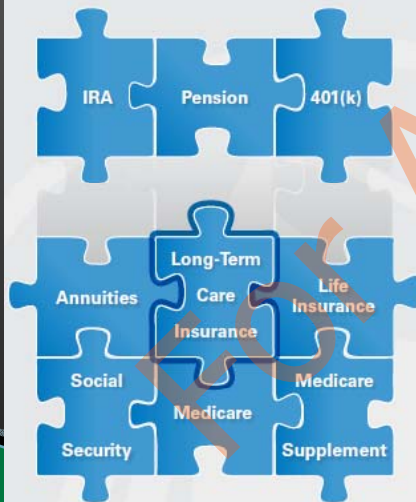
AgeWave



Prudential

Long-Term Care Insurance:

A Piece of the Retirement & Estate Planning Puzzle



Beyond Dollars

The True Impact of Long Term Caring

Research findings on the circle of care and the impact on the many people within it.

Genworth Financial 



Why Should One Plan for Long-Term Care?

- ▶ Long-term care is a high-probability risk and costly event
 - Risk of a home fire: 1 in 1200
 - Risk of an auto accident with car being totaled: 1 in 240
 - Risk of a long-term care event after age 7 in 10
- ▶ Planning for long-term care is a critical part of retirement planning
 - Insurance creates a "firewall" against the costs of chronic illness
- ▶ Unplanned-for long-term care is the #1 reason people go broke in retirement
- ▶ Long-term care insurance protects retirement income and assets, and most importantly, lifestyle in retirement
- ▶ Long-term care insurance provides options and control over location, type and quality of care
 - Mitigates care giving issues

The Likelihood of Needing Long-Term Care?

- ▶ **People on claim NOW!**
 - *Approximately 60% are persons aged 65 and older (6.3 million)*
 - *40% are 64 years of age and younger (3.7 million).*
- ▶ **Men who reach age 65 have a 60% chance of needing long-term care**
- ▶ **Women who reaches age 65 have a 75% chance of needing long-term care**

Rogers, S., & H. Komisar. Who needs long-term care? Fact Sheet, Long-Term Care Financing Project. Washington, DC: Georgetown University Press, 2003.

Contributing Factors Leading to an Increased Need for Long-Term Care

- ▶ People living longer lives, and the longer we live, the more likely we are to need long-term care
- ▶ Managed care has shortened hospital stays
- ▶ Family members unable to care for relatives
 - *Geographic separation*
 - *Two-career families*
- ▶ Advances in science and medicine help people manage, but seldom cure, serious diseases
 - *Cognitive issues like Alzheimer's and dementia are increasing*
 - *Average length of claim has increased to 3.9 years from 3.6 years*
 - *71% of current claims are for women*

Consumers are Concerned

AgeWave.com & Genworth Financial 2010

- ▶ People are over five times more worried about being a burden on their family than dying
- ▶ *Uninsured medical expenses are the top financial worry among men and women age 55+*
- ▶ Almost two-thirds of people will actually need some long term care, such as home care, assisted living, or nursing home care, after they reach age 65, but only 35% of people believe they will need such care
- ▶ *People rank Alzheimer's as their single greatest fear among disabling diseases in later life*
- ▶ People greatly underestimate the financial, social, and lifestyle impact of caregiving responsibilities
- ▶ *When someone needs long term care, a wide circle of primary caregivers, secondary caregivers, other family, friends, and community members often provide the care and are impacted by the responsibilities*
- ▶ When asked what is most worrisome about being burdens on their family, people told us they are most concerned about protecting their families from the financial pressures of providing for their long term care.

CLASS-Less

- ▶ Integral part of PPACA as a revenue offset
- ▶ Benefits, lack of underwriting, pricing and affordability for target market are becoming insurmountable issues
- ▶ Financial sustainability was required of HHS
- ▶ 2010 Budget Commission said fix it or nix it
- ▶ HHS Shuts down program
- ▶ GOP is looking for new direction



CLASS' UNTOLD STORY: Taxpayers, Employers, and States on the Hook for Flawed Entitlement Program

Co-Chairs:

Senator John Thune, Chairman
Republican Policy Committee

Rep. Fred Upton, Chairman

Rep. Joe Pitts, Chairman, Subcommittee on Health

Rep. Cliff Stearns, Chairman, Subcommittee on Oversight and
Investigations
Committee on Energy and Commerce

Rep. Denny Rehberg, Chairman, Subcommittee on Labor, Health
and Human Services, and Education
Committee on Appropriations

Working Group:

Senator Jeff Sessions
Ranking Member
Committee on the Budget

Senator Richard Shelby
Ranking Member
*Committee on
Appropriations
Subcommittee on Labor,
Health and Human Services,
and Education*

Senator Lindsey Graham
*Committee on
Appropriations*

Senator Tom Coburn, M.D.
Ranking Member
*Permanent Subcommittee
on Investigations*

Rep. Darrell Issa
Chairman
*Committee on Oversight
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Rep. Trey Gowdy
Chairman
*Committee on Oversight
and Government Reform
Subcommittee on Health
Care, District of Columbia,
Census and the National
Archives*

Rep. Charles W. Boustany, M.D.
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*Committee on Ways and
Means
Oversight Subcommittee*

Rep. Michael C. Burgess, M.D.
*Committee on Energy and
Commerce*

Rep. Phil Gingrey, M.D.
*Committee on Energy and
Commerce*

September 2011

Long-Term Care Planning

“Elevator Talk”



- ▶ It is very likely that you will live a long life
 - *The longer you live the longer you'll live!*
- ▶ It is very likely that you will need long-term care
 - *Once you pass age 65, the likelihood of needing care increases to 70%*
- ▶ It will be very expensive and the cost today is not your problem
 - *It is the inflated cost sometime in the future – 20 or 30 years from now that you must plan ahead to provide*
- ▶ **YOUR CHOICES ARE CRYSTAL CLEAR**
 - *You will pay out of your hard earned retirement money*
 - *You will become a ward of the state*
 - *Or you can transfer the risk to an insurance company*
- ▶ **You take the risk or let the insurance company do it!**

LTC Cost “Formula”

How Much Coverage Is Needed

- ▶ **What is the cost of care in your region today?**
 - *Prudential, Genworth or MetLife Cost of Care Surveys*
- ▶ **How old are you today?**
- ▶ **When are you likely to need care?**
 - *Age of claim incidence is falling due to better home care coverage*
 - *Ages 79 thru age 85 is a good target*
- ▶ **What is the long-term care rate of inflation?**
 - *Historically two times consumer price inflation*
 - *Encourage purchase of 5% compound inflation protection NOW!*
 - *Product re-pricing will encourage 3% compound or 5% simple*
- ▶ **How long does the typical claim last?**
 - *98% of claims close in 5 years or less*
 - *Most plans sold today in the 4 to 6 year benefit period*
 - *Ultimately, it's all about the POOL OF MONEY!*

BJFIM Pool of Money Advantage

Five Minute Long-Term Care Sales Presentation

INSURANCE POOL OF MONEY (LTC Expense Account) Versus INVEST AND SELF FUND CARE

This report illustrates the future value of insurance benefits available at time of care versus the amount of money available from a personal investment strategy.

Pool of Money Scenarios	A	B	C
Smart Client Age 59			
Current Age	59	59	59
Age Care Begins	81	81	81
Insurance Benefits			
Benefit - Today	\$200/Day	\$200/Day	\$200/Day
Benefit Duration	3.00 Years	4.00 Years	6.00 Years
Beginning Pool of Money *	\$219,000	\$292,000	\$438,000
Inflation Benefit Annual Increase	5% Compound	5% Compound	5% Compound
Benefit - Start of Care	\$585/Day	\$585/Day	\$585/Day
Future Pool of Money (start of care) **	\$673,198	\$920,401	\$1,452,508
Cost (Annual Premium)	\$2,518	\$2,774	\$3,417
Premium Duration	Annual	Annual	Annual
Investment Fund Needed to Match Insurance Benefits			
Investment After Tax Rate of Return	5%	5%	5%
Lump Sum Deposit Needed Today, or	\$208,571	\$278,095	\$417,143
Annual Deposits Until Age Care Begins	\$15,091	\$20,121	\$30,181
Care Days: LTC Investment Fund Versus Insurance			
Premium or Investment Deposit	\$2,518	\$2,774	\$3,417
Total Amount To Start of Care	\$55,396	\$61,028	\$75,174
If Invested At Above Rate of Return	\$101,804	\$112,154	\$138,151
Care Days Paid By Investment Fund	174	192	236
Care Days Paid By Insurance	1095	1460	2190

* Beginning Pool of Money Calculation

Daily Benefit X Benefit Years
 Example: \$150 Daily Benefit X 3 Years
 3 Years X 365 Days = 1095 Days X \$150 = \$164,250
 Beginning Pool of Money calculation excludes any inflation benefits if available in years 2 and beyond. The Future Pool includes inflation if selected as a benefit option.

** Future Pool of Money Calculation

Initial Annual Benefit multiplied by Policy Inflation Factor every year up to and including the final year of the claim payments period.
 Daily claims less than maximum amount available extends benefit duration until total pool of money has been consumed.

Note: Apples and Apples Comparison

In order to accurately compare the insurance pool of money versus the investment fund, the calculations ignore all care expenses not covered by insurance. When making an insurance decision, careful analysis should be made to assure a clear understanding of the financial impact of deductible days and other forms of co-payments due to benefit selections made by the insured. For example, long elimination periods, minimal daily benefits, inadequate inflation coverage, and short benefit periods, while reducing premium, may add considerable cost when care is needed.

The financial calculators and reports are for illustration purposes only and projections of hypothetical situations. They are not intended to be financial, tax, or legal advice, nor are they an illustration of any specific product or contract.

Barry Fisher, LTCP

Smart Client Age 59

Version 2.1W

BJFIM/Paradigm Insurance Marketing - (818)444-7730

11/2/2011

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LTCia Pool of Money Calculator™

LTCi Market Overview

- ▶ 2002 traditional long-term care insurance sales peaked at just over \$1 billion of annual premium
- ▶ By 2010 premium was just under \$500 million
 - *Up 14% from 2009*
 - *2011 estimate = \$550 million*
 - Consider this – individual life insurance ownership is at a 50-year low
- ▶ Premium increases on in-force blocks of business
 - *Low-lapse experience, interest rates & claims are beginning to kick-in*
 - Insurance company will “reserve” about 60% of premium annually
- ▶ Ongoing “rate refreshes” on new business rates
 - *Today centered on 5% compound inflation protection benefit*
- ▶ Fewer insurance companies in the traditional market
 - *Variety of reasons mostly centered on cost-of-capital and low interest rates*
- ▶ Consumers who’ve purchased love the product as evidenced by low lapse rate in face of premium increases
- ▶ “Linked” product sales are capturing more of the market
 - *2010 = \$775 million*

Changing World of Long-Term Care Planning

- ▶ What we now understand about the market(s)
 - *Oops! Once size does not fit all*
- ▶ Appealing to more well defined market segments
 - *Expands sales opportunities*
 - Based on suitability & affordability
- ▶ Lifetime of long-term care planning
 - *Fewer people will be able to solve this problem with one product purchase, one time in their lives*
- ▶ BJFIM & Warner Pacific *“have your back!”*
 - *You don't need to be an expert, you just need to know our telephone numbers or email addresses*
 - www.bjfim.com
 - Warner Pacific will have a section on their website shortly
 - Tammy or Mariah LTC@warnerpacific.com

When 7% - 9% Market Share May Be OK

- ▶ Fed and state regulation along with the economic environment have narrowed traditional product “choice” to BMW 735i Vs. Jaguar
 - *There are no Fords or Kias*
 - *What would people purchase if they could only shop at Nordstrom?*
 - *Traditional LTCi has become too “pricey” for many Americans*
 - *Agents lack of acceptance*
- ▶ Comprehensive traditional LTCi is now for 50-65 year olds who are upper middle class (UMC) or business owners
 - *These consumers can still afford the premiums*
 - *Business owners can deduct premiums*
 - Multi-life simplifies underwriting and creates premium discounts
 - Hope that employer paid LTCi will help middle market consumers
 - *All get tax-free benefits*
- ▶ Older affluent (62+) who have not purchased traditional LTCi are gravitating towards linked life and annuity based products
- ▶ “Mass Middle” -- those in the 30% to 80% income brackets struggle to make ends meet

**What Is
The Greatest
Tragedy in
Long-Term Care**

Sales Initiated By Agent

13 %

IT IS ALSO YOUR GREATEST OPPORTUNITY!

Speak To Every Client About LTC Planning

***The “Agent X” Gambit
Make LTCi Your Product “Du Jour”***

- ▶ Raise the topic everyday when speaking to clients about other issues or products
- ▶ Keep it simple
 - *“Have you taken care of your long-term care planning yet?”*
- ▶ If the answer is “NO” tell them you or your LTC planning specialist will set a time to discuss
- ▶ This simple approach has generated more than \$300,000 of annualized premium in 3 years!



Evolution

REVOLUTION

Reinvent

Re-Engineer

Re-Tool

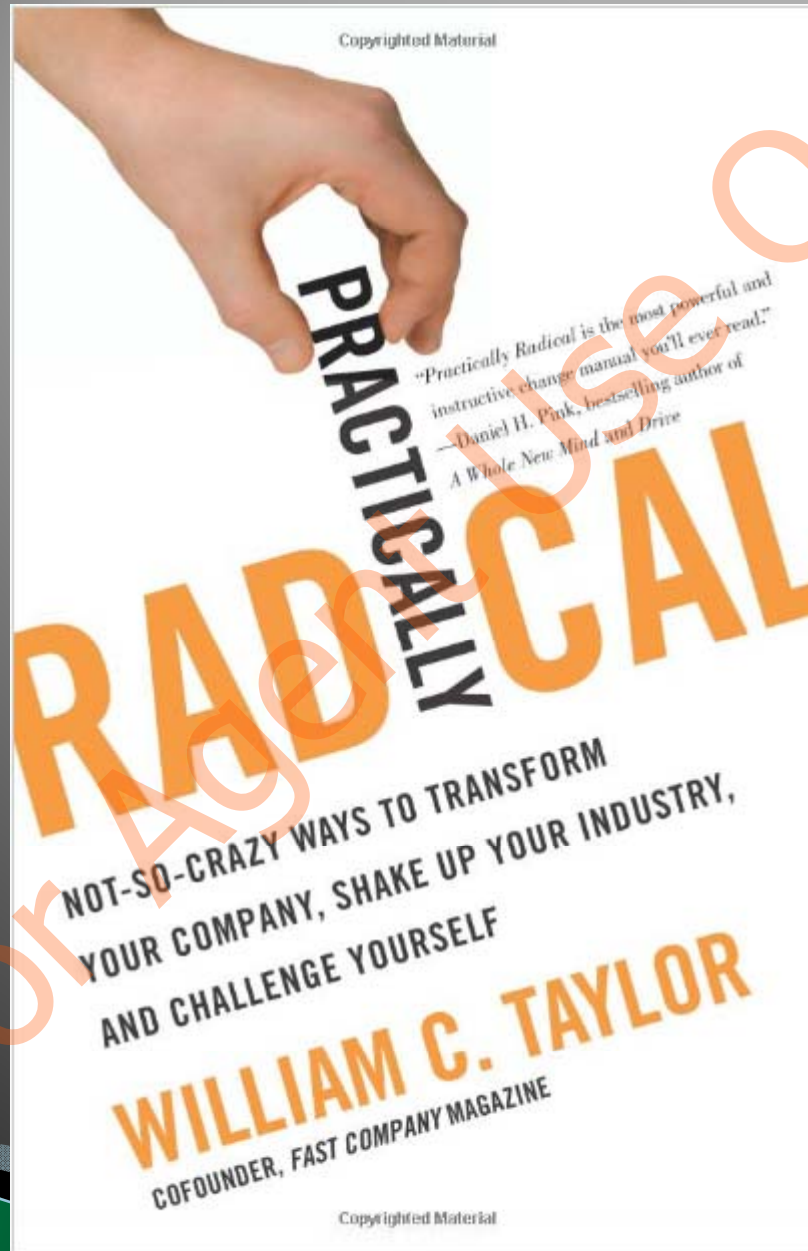
For Agents Use Only

It's Important to Re-Think

Apple

"Problems cannot be solved at the same level of awareness that created them."

Albert Einstein



Amazon

"If all you ever do is all you've ever done, then all you'll ever get is all you ever got."
Unknown Texan Genius

Vuja De'

- ▶ Looking at a familiar situation *as if you've never seen it before*
- ▶ Virtue of vuja de' is that it redefines how organizations make sense of their situation and build for the future
- ▶ History and tradition can be an unrivaled sources of strength
- ▶ Stop focusing on traditional competitors and focus on the source of business
- ▶ Revisiting the past – often to identify practices that need to be either discarded *or to discover virtues that deserve to be reborn*

Reinvention Questions

- ▶ **How painful is reinventing yourself?**
- ▶ *Not as painful as being a dinosaur!*
 - Certainly not as painful as a client who could have been protected but wasn't; or
 - Bought from your competitor!
- ▶ **Who is your customer?**
- ▶ **What do they want?**
- ▶ **How do multiple long-term care planning solutions fit into your practice?**
- ▶ **What products fit which market and how do they work?**
- ▶ **How do you get client's thinking about LTC planning?**
- ▶ **How can BJFIM/Paradigm help you be more profitable?**

Roads To LTC Planning Success

Traditional LTCi
Individual & Worksite

Single Premium
Life & Annuity
Linked
(Combo)



Annual Premium
Life
Linked
(Combo)

Disability & Critical Illness
w/Chronic Illness Benefits

What's The Question?

Have you taken
care of your
long-term care
planning yet?





Fitting Products To The Target Markets



UMC &
Business
Owners
50-65
Years Old

Mass Middle
Market
Ages 35+
Need to make
premium dollars
"Multi-Task"

Affluent
62+ Years
Old
Who've Said
"NO"

The Traditional LTCi Sweet-Spot

- ▶ Upper middle class & business owners who are “Planners” with desire for best benefit-to-cost ratio
- ▶ Generally ages 50 to 65 and in reasonably good health
- ▶ Value comprehensive coverage, tax-free benefits and understand the value proposition of long-term care insurance
- ▶ \$3,000 to \$5,000 per person premium won't change lifestyle
- ▶ Business owners benefit from tax deductible premiums
 - *Executive carve-out – key employee fringe benefit*
 - *Multi-life simplified issue creates easy underwriting (10+ lives)*
- ▶ Traditional products are in “fire sale” mode
 - *We expect new business premiums to increase significantly as insurance companies adjust their premiums for current economic and regulatory reality*
 - Genworth & Prudential re-priced products or rate “refreshes” on the way
 - Clients are not getting any younger or healthier

Primary Components of Traditional LTCi

▶ Pool of Money

- *Daily or monthly benefit multiplied by the # of days in the benefit period*
 - e.g. -- \$200/day x 2,190 (6 yrs.) = \$438,000 initial POM
- *Not a use-it or lose-it proposition*
 - Daily or monthly benefit not utilized remains in the POM
- *Methods of payment*
 - Reimbursement, per diem (indemnity), cash
- *New product designs trending toward POM and "dial-in" of monthly benefit*

▶ Inflation protection

- *3% to 5% simple or compounded or based on consumer price inflation (CPI)*
 - Increases begin in 2nd policy year and continue throughout the life of policy
- *Many policies allow for future or guaranteed purchase options*

▶ Elimination period

- *Visit days Vs. Calendar days*
- *0-day for home care*

▶ Waiver of premium, shared care, restoration of benefits, survivor & non-forfeiture benefits

- *Included or riders*

Traditional Carrier Choices

Product Highlights

- ▶ **Genworth**
 - *Only Cal Partnership choice in independent distribution*
 - *Rates very competitive w/spousal discount*
- ▶ **Prudential**
 - *Multi-life – simplified issue at 10 lives in California*
 - *Rates very competitive for married individuals where spouse not applying*
 - *Six year benefit period “sweet-spot” & 50% cash alternative*
- ▶ **American General Life (Texas)**
 - *Simplified product design*
 - *Online proposal and application fulfillment*
- ▶ **United of Omaha**
 - *Older “less healthy” client*
 - *Lots of “bells & whistles”*
- ▶ **MassMutual & Guardian**
 - *Good solid products but a bit pricey right now and very tough underwriting*
- ▶ **John Hancock (not in CA)**
 - *Custom Care III and Core care being released in many states right now*
- ▶ **LifeSecure (BC/BS Michigan)**
 - *Coming to California in January*
 - *Multi-life – simplified issue at 3 lives*
 - *Online proposal and application fulfillment*



LTCi Field Underwriting

- ▶ Age/date of birth
- ▶ Significant health issues in the past 5- years
- ▶ Surgeries
- ▶ MEDICATIONS and why
- ▶ Why are you interested in LTCi?

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Individual Long-Term Care Insurance Quote Request Form
 Long-term Care Insurance Specialists

Mariah Campbell x479 Tammy Gray x163
 (800) 801-2300 * Fax (818) 575-2316 * LTC@warnerpacific.com

BROKER INFORMATION	
Broker _____	Phone _____
Email _____	Date _____

CLIENT #1		CLIENT #2	
NAME:		NAME:	
DATE OF BIRTH:		DATE OF BIRTH:	
HEIGHT:	WEIGHT:	HEIGHT:	WEIGHT:
ANNUAL HOUSEHOLD INCOME (Important!): <input type="checkbox"/> Under \$50K <input type="checkbox"/> \$50 - \$100K <input type="checkbox"/> \$100K Plus			
SIGNIFICANT MEDICAL HISTORY & MEDICATIONS (Dates & Dosages)		SIGNIFICANT MEDICAL HISTORY & MEDICATIONS (Dates & Dosages)	
CANE, WALKER OR WHEELCHAIR? Yes No		CANE, WALKER OR WHEELCHAIR? Yes No	
Tobacco Use Last 12 months? Yes No		Tobacco Use Last 12 months? Yes No	
INDICATE IF YOU HAVE BEEN MEDICALLY DIAGNOSED OR TREATED FOR ANY OF THE CONDITIONS BELOW:		INDICATE IF YOU HAVE BEEN MEDICALLY DIAGNOSED OR TREATED FOR ANY OF THE CONDITIONS BELOW:	
Abnormal Blood Pressure	Yes No	Abnormal Blood Pressure	Yes No
Diabetes	Yes No	Diabetes	Yes No
Heart or Circulatory Disorder	Yes No	Heart or Circulatory Disorder	Yes No
Cancer	Yes No	Cancer	Yes No
Respiratory Disorder	Yes No	Respiratory Disorder	Yes No
Stroke or TIA	Yes No	Stroke or TIA	Yes No
Falling or Unstable Gait	Yes No	Falling or Unstable Gait	Yes No
Dizziness or Fainting	Yes No	Dizziness or Fainting	Yes No
Confusion or Memory Loss	Yes No	Confusion or Memory Loss	Yes No
Weakness or Fatigue	Yes No	Weakness or Fatigue	Yes No
Bladder or Bowel Control	Yes No	Bladder or Bowel Control	Yes No
Neurological Disorder	Yes No	Neurological Disorder	Yes No
Receiving physical therapy	Yes No	Receiving physical therapy	Yes No
Scheduled treatment or surgery	Yes No	Scheduled treatment or surgery	Yes No
Depression/anxiety	Yes No	Depression/anxiety	Yes No

REQUESTED BENEFIT DESIGN:	
Daily Benefit Amount: \$ _____ <i>Average Costs In California \$200/day</i>	State of Residence (If Other Than California)
Elimination Period: 30 days ___ 60 days ___ 90 days ___ 180 days ___	Inflation Protection: GPO ___ 5% Simple ___ 5% Compound ___
Benefit Period: # of years: ___ Lifetime ___	Traditional LTO ___ California Partnership ___
Carrier Preference:	Payment Options: Lifetime ___ Annual Pay ___ 10-Pay ___ Paid-Up at 65 ___

Time for a Break



Introducing

» Susan Blais

*Worksite & Employer
Sponsored LTCi*

Three Ways To Work With BJFIM/WP

- We'll teach you how to "do-it-yourself"
 - *Our preference!*
 - *Web based assistance w/ you and clients upon request*
 - *Face-to-face to get you started*
- We'll "do-it" with you by providing substantial hands-on assistance
 - *Split commission scenario if you feel you need the help on a complex case or ongoing basis*
- Refer to BFJIM and receive finder's fee
 - *For those who don't have time or inclination to do CE*

LTCi Success in the Worksite World

- ▶ Generally not a group or voluntary benefit sale
- ▶ Self-employed, small to medium size corporations
 - *The owner makes the benefit decisions for self and employees*
- ▶ Traditional, individual long-term care insurance
- ▶ Premiums are tax deductible
 - *10-pay policies are still great for owners of C-corporations*
- ▶ Benefits are tax-free
- ▶ Owners, spouses, key employees
- ▶ Shortest distance between you and long-term care insurance sales success
 - *BJFIM will show you how after you "ask the question"*

What's The Question?

Have you taken
care of your
long-term care
planning yet?



Multi-Life LTCi Advantage

- ▶ **Multi-life options in California**
 - **2-9 employee lives**
 - 5% discount with full underwriting
 - *Prudential*
 - **4 + employee lives**
 - 5% discount with full underwriting
 - *Genworth*
 - **10 + employee lives**
 - 5% discount with simplified underwriting
 - *Prudential*
 - ***Coming soon, LifeSecure 3+ lives simplified issue***
- ▶ **Multi-life options in most other states**
 - **Same as above PLUS**
 - ***3+ employer-paid lives with simplified underwriting***
 - *Life Secure @3+ --- United of Omaha 10+*

Multi-Life LTCi vs. True Group

- ▶ Multi-life (individual) LTCi is likely to be more rate stable than those purchased on a true group basis
 - *They “live” in the same risk pool as fully underwritten LTCi*
 - *Multi-life LTCi still has simplified underwriting*
 - *Individual policies subject to more rigorous pricing assumptions*
- ▶ Multi-life policies will be less costly than group
 - *Inflation coverage is lower cost with multi-life*
 - Business owners and executives will generally purchase with inflation protection
 - *Couples discounts are not available with group LTCi*
 - As much as 40%
- ▶ Group policies can be taken by another agent with a Broker of Record letter: *individual policies cannot*
- ▶ Disadvantage to multi-life is more paperwork

WARNER PACIFIC

EMPLOYEE BENEFITS • BROKER ADVANTAGES

LONG-TERM CARE INSURANCE SMALL GROUP REQUEST FOR PROPOSAL (for groups of 2 or more employees)

EMPLOYER INFORMATION

Group Name:		# Eligible Employees:	
Contact Name:		Requested Effective Date:	
State:		Will ER Pay Part of Premium?	

BROKER INFORMATION

Broker Name:		Agency Name:	
Mailing Address:		Phone Number:	
City, State, Zip		Email:	

CENSUS

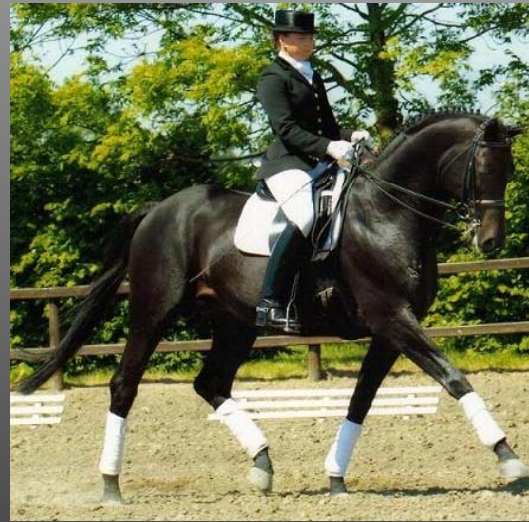
Last Name	First Name	DOB	Or Age	State	Gender	Marital Status - S (single) or M (married/partner)	Salary	Relationship: E - (Employee) or S - (Spouse/Partner)	Job Title

Time for a Break



Brave New World of Long-Term Care Planning

» Barry Fisher



Learning Some New Tricks

- ▶ **Linked products require additional training in life, annuity, disability & critical illness**
 - *Background and resources*
 - BJFIM/Paradigm has the capacity to support life insurance marketing/sales
 - Mike Sandfrey is our individual disability income specialist
 - Exciting opportunity with Genworth Financial – *Life Jacket and Life Quick Request*

- ▶ **Linked (combo) life policies are not a substitute for traditional long-term care insurance**
 - *Linked products answer the objection “what if I never need long-term care?”*
 - *Consumers who need to make their premium dollars multi-task*

- ▶ **Linked long-term care planning solutions**
 - *Annual premium life products accelerated benefits (ABR) for chronic illness*
 - *Mid-market long-term care planning solution*
 - *Single premium life & annuity products with chronic illness benefit*
 - *Simplified non-can disability income + catastrophic rider*
 - *Chronic illness with loss-of-function benefit*

- ▶ **BJFIM Long-Term Care Planning Solutions Guide**

Linked Life Basics

- ▶ **Death benefit of a life insurance policy is the underlying funding mechanism of the LTC benefit**
 - *Universal, whole or term life or an annuity*
 - *Annual or single premium pay products*
 - Long-term care benefits paid reduces the face amount
 - Each product type has market segment appeal
 - *Discovering what the client wants (suitability) is key*
- ▶ **Policy will include an Accelerated Benefit Rider (ABR) that, if prior to death the insured suffers a chronic illness, the death benefit will be paid out in some fashion**
 - *Generally use the chronic illness definition per HIPAA*
 - *Benefits you don't have to die for*
- ▶ **Cost of the accelerated benefit will:**
 - *Be an additional premium, bundled in the COI's; or*
 - *Paid by discounting the future potential benefit*

Linked Life Basics

- ▶ The long-term care benefit received is a function of the death benefit (face amount); for example
- ▶ *Annual premium universal or whole life policy*
 - 2%, 3% or 4% of the death benefit
 - *2% acceleration factor would create a 50 month benefit*
 - *\$500,000 DB @ 2% would create a \$10,000/month LTC benefit*
 - *Cost of the ABR is an add-on*
- ▶ *Annual premium term and universal life policy*
 - *Lump sum acceleration of DB for chronic, critical or terminal illness up to 95% of the death benefit*
 - No upfront cost for this rider however acceleration will be discounted at time of claim
 - Think of as a “built-in” life settlement
- ▶ *Single premium product (life or annuity)*
 - *Death benefit divided usually by 24 or 36 (months) to establish monthly LTC benefit*
 - Extension of monthly benefit (EOB) is purchased in the event the insured lives beyond initial acceleration – usually up to six years
 - Cost of ABR and EOB are “bundled” in the plan

Single Premium UL

- ▶ First of the post-HIPAA linked products
- ▶ Most prominent
 - *Genworth Total Living Coverage*
 - *Lincoln Money Guard*
- ▶ Created for the older clients who said “what if I never need long-term care”
- ▶ Typically have chosen to self-fund the risk by setting aside cash in rainy day fund
- ▶ Generally see a six year benefit configuration
 - *24 month ABR of death benefit + 48 month EOB rider*
 - *Not often sold with inflation protection*
- ▶ Return of premium features
 - *TLC provides for a 15 year ROP*
 - *MG provides for lifetime ROP*

Getting To Affluent Consumers Who Have Said “No”

- ▶ **Client profile:**
 - *Ages 62 to 85*
 - *\$800,000+ investible assets*
 - *Have said “no” to the value proposition of traditional LTCi*
 - *BUT have set aside \$100,000 or more in a CD as a “rainy day” fund, or*
 - *Have cash value in old life insurance, annuity or qualified retirement funds*
 - Normal 1035 Exchange rules apply
 - *Repositioning and/or wealth transfer sale*

- ▶ **Here’s how a Genworth TLC policy would pencil out**
 - **Female Age 65 – PNS has \$100,000 to reposition into TLC creates**
 - *\$180,052 death benefit*
 - *\$7,502 paid-out for minimum of 6 years of long-term care*
 - *24 month ABR + 48 month EOB*
 - *Total benefit = \$540,156*

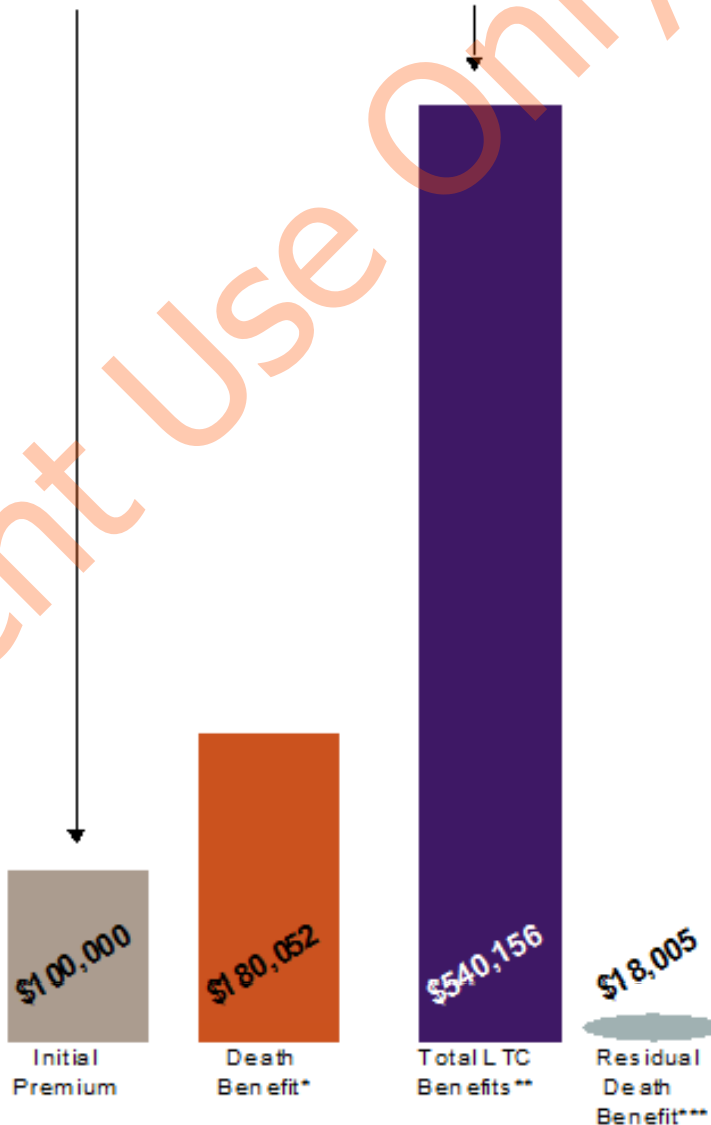
- ▶ **TLC & Money Guard and TLC have “advantages”**
 - *Each has it’s own target client*

What Does TLC Look Like?

HOW TLC WORKS

15-Year
Return of
Premium

\$7,502 Initial**
Long Term
Care Benefits
Available
Monthly for
6 Years



Single Premium Vs. Traditional

Pool of Money Scenarios	A	B	C
Female Client Age 65			
Current Age	65	65	65
Age Care Begins	81	81	81
Insurance Benefits			
Benefit - Today	\$7,500/Mon	\$7,500/Mon	\$7,500/Mon
Benefit Duration	6.00 Years	6.00 Years	6.00 Years
Beginning Pool of Money *	\$540,000	\$540,000	\$540,000
Inflation Benefit Annual Increase	% None	5% Simple	% None
Benefit - Start of Care	\$7,501/Mon	\$13,502/Mon	\$7,501/Mon
Future Pool of Money (start of care) **	\$540,000	\$1,110,375	\$540,000
Cost (Annual Premium)	\$5,000	\$7,700	\$100,000
Premium Duration	Annual	Annual	Single
Investment Fund Needed to Match Insurance Benefits			
Investment After Tax Rate of Return	6%	6%	6%
Lump Sum Deposit Needed Today, or	\$174,212	\$333,880	\$174,212
Annual Deposits Until Age Care Begins	\$16,263	\$31,168	\$16,263
Care Days: LTC Investment Fund Versus Insurance			
Premium or Investment Deposit	\$5,000	\$7,700	\$100,000
Total Amount To Start of Care	\$80,000	\$123,200	\$100,000
If Invested At Above Rate of Return	\$136,064	\$209,539	\$254,035
Care Days Paid By Investment Fund	552	469	1030
Care Days Paid By Insurance	2190	2190	2190

WHY WOULD THIS CLIENT PURCHASE A SINGLE PREMIUM LTC PRODUCT?

**Because They Believe
That They'll Either Never
Need LTC and/or
They Are Willing To
Self-Fund Part of the Risk**

Annual Premium UL or WL

- ▶ Someone who needs or wants permanent life insurance
- ▶ Someone who wants to “hedge” their bet
 - *What if I never need long-term care?*
- ▶ Generally a younger demographic but not always
- ▶ Premium paying options 10-pay, 20-pay, can be used
 - *ABR cost is an add-on*
- ▶ Example: Nationwide No-Lapse UL -- \$500,000 Death Benefit
 - *45 year old male – PNS*
 - Premium without chronic illness ABR = \$4,165
 - Premium with chronic illness ABR = \$4,840
 - *Difference \$675 per year*
- ▶ What does this “buy” the client?
 - *In the event that he suffers a long-term care event the policy will pay-out \$10,000 per month (2% of the DB) for up to 50 months*
 - *If he dies prior to the 50 months the balance of the DB is paid to the beneficiary*

Expanding The Market Creates More Opportunity

What Can We Do To
Appeal To More
Consumers?

WHY?

Mass Middle
Market
Ages 35+
Premium \$ Must
Multi-Task

- There's lots of 'em out there
- They need help the most
- The social safety net is collapsing

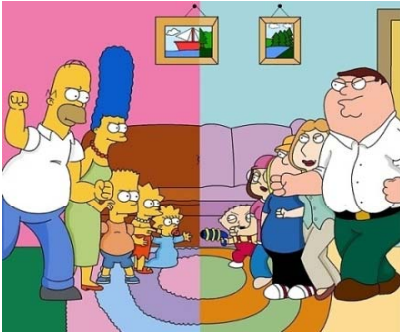
Trends in Life Insurance Sales

- ▶ 50 year low in life insurance ownership
 - *LIMRA 2010*
- ▶ Consumer interest is at a 50 year HIGH
 - *LIMRA 2010*
- ▶ Mid-market profile – 42% of population
 - *\$50,000 to \$250,000 annual income*
 - *Less than \$1,000,000 assets*
- ▶ 40% of these people recognize that they are underinsured
 - *Underserved market segment*
- ▶ Average age of life insurance agents = 58
 - *Market belongs to non-traditional life insurance producers*
 - Financial advisors, property/casualty/health agents, community banks

Genworth Financial

2011 Life Insurance Study

- ▶ 40% of married households are uninsured
- ▶ 69% of single adults with children are uninsured
- ▶ 33% of those who own life insurance purchased their policy over 10 years ago
- ▶ 60% who own life insurance said they wanted to meet with their advisor at least once per year
- ▶ 77% indicated that they would like to spend an hour or less in their annual review
- ▶ 88% of consumer indicated that an online needs analysis calculator would be helpful in the purchase process
 - 77% say they've never used one to determine LI need
- ▶ 73% who performed a LI needs analysis went on to purchase a policy
 - Verses 49% who did not do a needs analysis
- ▶ Good News! We'll have these tools for you.



Who Is The Middle Class?

And How Can We Help Them Plan for LTC?

Answers.com (is this helpful?)

Individuals who fall between the working class and the upper class within a societal hierarchy. In Western cultures, persons in the middle class tend to have a higher proportion of college degrees than those in the working class, have more income available for consumption and may own property. Those in the middle class often are employed as professionals, managers and civil servants.

- ▶ School teacher married to the fire fighter
- ▶ Have families and want to plan for the future
- ▶ They have income but struggle to make ends meet
 - *\$80,000 to \$200,000 annual income*
- ▶ One dollar needs to do more than one thing
- ▶ Piece together a long-term care plan using different funding methods over their lifetime

Gross Annual Income \$100,000

Net Monthly Take-Home \$6,000

Necessities/Fixed Costs \$4,800

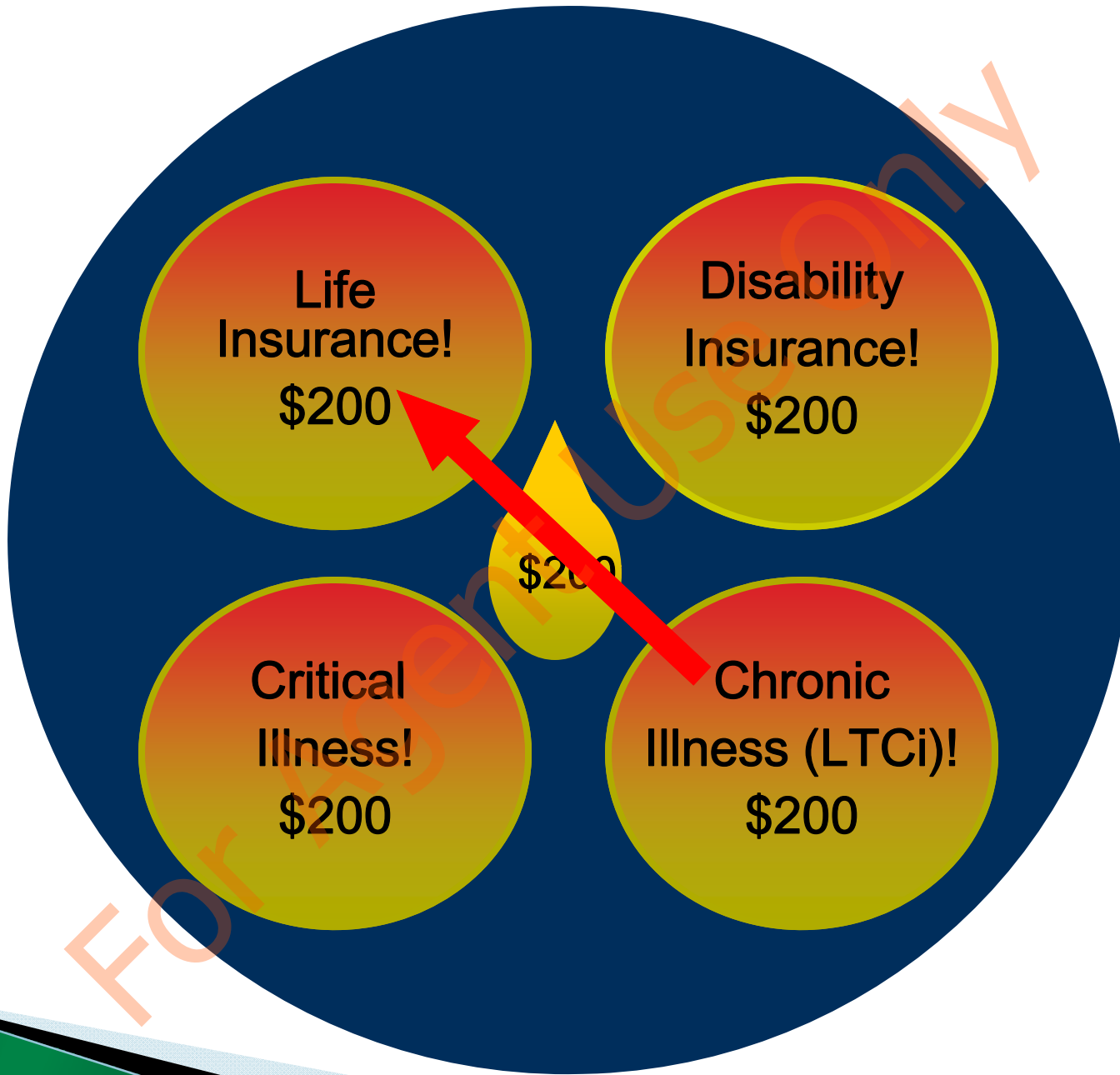
Consumption \$600

Medical and
Mandatory Insurances
\$400

MONTHLY EXPENSES

\$200

Available for personal
financial security
expenditures



Multi-Tasking Premium Dollars

Life Insurance with Benefits you Don't Have To Die For

- ▶ **American General Life & Accident (TN)**
 - A.M. Best "A" Rated Life Insurance Company
 - *A+ Standard & Poor and 82 Comdex*
- ▶ **Competitive term and universal life products that include *at no additional premium* lump sum accelerated benefits for**
 - ▶ ***Chronic Illness***
 - 2 of 6 ADL's or severe cognitive impairment
 - ▶ ***Critical Illness***
 - Cancer, stroke, blindness, major organ transplant, end stage renal (kidney) failure, ALS (Lou Gehrig's disease)
 - ▶ ***Terminal Illness***
 - Life expectancy of 2 years or less
- ▶ **Lump sum benefit payout is based on mortality at time of claim**
 - *As much as 95% of requested amount*
 - *Think of it as a built-in life settlement option*

How Living Benefits Work?

- ▶ **Male age 40 PNS purchases a \$250,000 35-year term**
 - *Annual premium = \$600*
- ▶ **Age 50 insured suffers heart attack qualifies under critical illness benefit**
 - *Requests \$50,000 acceleration of the base life plan*
 - Based on severity would receive between \$2,000 to \$38,000
 - Death benefit and premium reduced 20% leaving \$200,000 DB
- ▶ **Age 60 insured qualifies under chronic illness benefit**
 - *Requests \$50,000 acceleration of the base life plan*
 - Based on severity of condition would receive \$7,000 to \$39,000
 - Death benefit and premium reduced 25% leaving \$150,000 DB
- ▶ **Age 70 insured is certified by M.D. to have less than 24 months to live (terminal illness)**
 - *Requests \$50,000 acceleration of the base life plan*
 - Receives \$44,950
 - Death benefit and premium reduced by 33% leaving \$100,000 DB
- ▶ **Insured dies at age 72 leaving \$100,000 to beneficiary**



CAN YOUR TERM LIFE INSURANCE PAY IF THE LINE DOESN'T GO FLAT?

Will your current Term Insurance offer you benefits if you suffer a critical illness such as a heart attack, cancer or stroke and don't die?

AGLA

American General Life and Accident Insurance Company

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The underwriting risks, financial and contractual obligations and support functions associated with products issued by American General Life and Accident Insurance Company (AGLA) are its responsibility. AGLA does not solicit business in the states of New York and Wyoming.

For policy forms AGLA5SIUL, AGLA05AHO, AGLA04174, AGLA01162 and riders AGLA05AHA, AGLA05AHB, AGLA05AHC, AGLA05AHG, AGLA05AHP, AGLA01001, AGLA01002, AGLA01403, AGLA01426, AGLA01445M, AGLA01445F, AGLA01550, AGLA AIO-UL, AGLA EMD, AGLA04CRIR, AGLA04TIR, AGLA04CHIR, AGLA AB2 and state variations.



Quality of Life...
Insurance
Your Money. Your Insurance. Your Choice.

Quality of Life...Insurance will.
It's Life Insurance You Don't Have to Die to Use.

For more Information contact:

Barry J. Fisher

Barry J. Fisher/Paradigm Insurance

5425 Farralone Ave. Suite 101

Woodland Hills, California 91367

Phone: 444-7730

CA License #0523180 barry@paradigmmins.com

**Would this
capture your
clients'
attention?**

**Multi-cultural Marketing
Tools Available in
Many Languages**

WARNER
EMPLOYEE BENEFITS -

CHANGING THE WAY AMERICANS THINK ABOUT, PURCHASE AND USE LIFE INSURANCE. SM

Barry J. Fisher
PARADIGM
Insurance Marketing
The Go-To Team for Long-Term Care Insurance
WWW.BJFIM.COM



DOES YOUR TERM LIFE INSURANCE MISS THE MARK?

Will your current Term Insurance offer you benefits if you suffer a critical illness such as a heart attack, cancer or stroke and don't die?

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This?**

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The Go-To Team for Long-Term Care Insurance
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Term Life Made Easy

- ▶ Online tools to help agents make more life insurance sales to more consumers, faster, easier and more profitably
 - *Life Quick Request from Genworth NOW!* www.bjfim.com
 - Online e-ticket and policy fulfillment process
 - High quality, consumer friendly, low cost term and universal life
- ▶ E-ticket process
 - *Do an online proposal*
 - *Drop a ticket – less than 10 minutes*
 - *Within hours Genworth will contact client and arrange a time to complete application over the phone*
 - *At time of application GNW will set-up the medical exam*
 - *As your BGA – BJFIM is in the case management loop and keeps you informed*
 - *Improved issue and take rates*
 - **NO COMMISSION HAIRCUT!**
- ▶ Life Jacket from Genworth expected by year-end
 - *Life insurance 101 online training modules*
 - *Online needs and risk analysis tool*
 - *Multi-company quote engine*
 - *Online e-ticket and policy fulfillment process*

Disability Income Specialist

» Michael Sandfrey

Individual Disability Income

818-444-7738

mike@paradigmins.com

Individual Disability Income

Simplified Issue w/a Long-Term Care Advantage

- ▶ **Key reason consumers want disability income is to replace income if they can't work due to sickness or injury**
 - *The primary reason it isn't sold is cumbersome and difficult to get issued*
- ▶ **Principal Financial individual DI & BOE advantage**
 - *Provides a monthly benefit of up to \$3,000 (\$5,000 if 3 lives or more) for healthy individuals*
 - *Coverage Available without*
 - Proof of financial documentation for all incomes under \$150k
 - No Lab's or Paramed, No APS
- **Short and simple tele-app and signatures.**
- **The Home Office does the rest**
- **Policies are issued in as few as 48 hours after the home office phone interview**
- **Unisex rates in multi-life plans provide a big advantage to women in business**

Individual Disability Income

Simplified Issue w/a Long-Term Care Advantage

The Chronic Illness Connection

- ▶ **Catastrophic Disability Benefit (CDB)**
 - *Benefit qualification similar to an LTCi contract. Allows insured to receive additional benefits if they suffer from a chronic illness. If the insured is unable to do 2 or more ADL's without assistance, becomes cognitively impaired or presumptively disabled they will receive an additional benefit which is paid ON TOP OF any disability benefits the insured may qualify for under the terms of the policy*
- ▶ **They can insure a higher percentage of their income**
 - *Chronic illness claims do happen at younger ages*
- ▶ **Guard against an early onset long-term care event**
- ▶ **Cost of rider is very low in relationship to the overall premium**

LONG-TERM CARE PLANNING SOLUTIONS GUIDE



Planning for Chronic Illness Has Never Been Easier

Company/Product Type Primary Ratings	Suitability Sweet-Spot Product Highlights Only <i>For complete benefit analysis, specimen contracts contact your BJFIM/Paradigm Marketing Representative or contact us at info@paradigm.com. Also, check out our website -- www.bifim.com.</i>
Traditional Long-Term Care Insurance	There is no substitute for traditional long-term care insurance when it comes to: (1) How one qualifies for benefits; (2) The comprehensive nature of the benefits; (3) The cost to benefit relationship (leverage) and; (4) Tax deductible premiums and tax-free benefits. Client profile ages 45 to 65. Particularly effective in the employer sponsored (multi-life) and executive carve-out marketplace but always good for those who want the most amount of coverage for the lowest premium dollar.
Genworth Financial (VA) A Best 79 Comdex	GNW is considered to be the standard in traditional LTCi marketplace. 50 - 65 age sweet spot. 40% couples discount makes it hard to beat. Couples discount also applies when purchasing traditional in conjunction with TLC (see below) linked SPUL. Lifetime benefits still available. 0-day home care EP and days apply toward facility EP. Only California Partnership option in independent agent marketplace. Expect "rate refresh" in 2011 meaning premiums will never be lower than today.
Prudential (NJ) A+ Best 92 Comdex	PRU has carefully built its LTCi business over the past 10+ years. Primary product is LTC3. 50 - 65 age sweet spot. Cash alternative benefit (50% CA, 40% nationally), at no additional cost, allows policyholder, at time of claim, to choose cash benefit as opposed to reimbursement. Couple with 150% home care benefit and policyholder can access even more cash benefit. EP options all calendar day; informal care during EP will qualify towards EP chosen. Multi-life (simplified underwriting) at worksite with as few as 10 participating lives. Expect "rate refresh" on LTC3 in 2011 meaning premiums will never be lower than today. PRU has also introduced a second product in some states called Evolution which provides a low cost alternative to traditional products.
American General (TX) A Best 82 Comdex	AG is a relative newcomer to LTCi market. Simplified product design makes it easier for consumers to understand. Choose single pool of money (up to \$1,000,000), "dial-in" monthly benefit and you are on your way. 50-65 age sweet spot. 40% cash alternative included for no additional cost, allows policyholder, at time of claim, to choose cash benefit as opposed to reimbursement. Shared care benefit creates 3rd pool of money that either insured can access. Very competitive with 3% compound inflation. Online illustration and application process makes this a perfect choice for telephone sales and application fulfillment. Visa, MasterCard, American Express accepted for initial and ongoing premium payment.
Mutual/United of Omaha (NE) A+ Best 94 Comdex	Mutual/United of Omaha offers a variety of LTCi products and multi-life programs based on the state(s) you are doing business in. In CA, Assured Care is an individual offering competitive at the older ages. In most other states, Mutual Care Plus and United LTCi Solutions provide individual and multi-life product offerings tailored for a number of situations. Multi-life (simplified issue) with as few as 10 employees.
LifeSecure Subsidiary of BC/BS of MI A- Best	LifeSecure (a wholly owned subsidiary of Blue Cross/Blue Shield of Michigan, is approved in over 40+ states. It has been in the LTCi marketplace for more than 4 years. It's simplified product design, including calendar day EP and monthly benefit that can equal 1%, 2% or 3% of the benefit pool (up to \$1,000,000) makes this product easy for consumers to understand. Online proposal and application process makes this a perfect fit for telephone sales and application fulfillment. LifeSecure is the only company still in the worksite, simplified issue multi-life with as few 3 participating lives and actively at work spouses can also qualify for simplified underwriting with employer contribution. If you are into agent incentive programs, LifeSecure has one of the best!
John Hancock (MA) A+ Best 93 Comdex	JH Custom Care III is a highly customizable traditional LTCi policy offering a variety of optional riders similar to the previous Custom Care II Enhanced. Core Care offers a streamlined version of Custom Care III emphasizing greater affordability and a simplified design that helps facilitate the sales process. Products are available in CO but not in CA.

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**If You'd Like A Copy of
our exclusive
Long-Term Care
Planning Guide**

Contact

barry@paradigmmins.com

Long-Term Care Planning Solutions

Back To The Future of Insurance Planning



- ▶ Planning for long-term care risk need not be a zero sum game
 - *Buy a "big" traditional LTCi policy or self-fund the risk*
- ▶ In my crystal ball I see people purchasing multiple different life, LTCi, disability, annuity products that will provide some level of benefit for chronic illness that may strike them during their lifetime
 - *Age 35 they purchase a \$500,000 term or UL with ABR for chronic illness*
 - *Age 45 they purchase small traditional LTCi policy for "stop-loss" protection*
 - *Sometime in their 50's they round out coverage with additional life or LTCi*
 - *In their 60's they reposition safe money into single pay life or annuity*
- ▶ When they need long-term care in their late 70's or early 80's they will have the \$1.5 million to pay for their care



One-Trick Pony



**Traditional
LTCi
is a great
product!**

**Good for
consumers
and
agents.**

**What sort
of
Mountain
Are
You
Living
on?**



www.dirtflake.com

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Long-Term Care Insurance Sales Success

**DOES NOT MEAN
YOU NEED TO BE A
LTC EXPERT**

You Just Need to Ask a
Few Simple Questions

THEN CALL

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THANK YOU

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