



Long Term Care 101

The Purpose of LTCi

Long term care (LTC) refers to the assistance that people with serious illness, injury, or cognitive impairment require with activities of daily living. This skilled care is provided by nurses, therapists, or other healthcare professionals.

LTC Expenses

The average cost of LTC in the United States is \$6,163 per month for home care.² A majority of people believe that medical insurance, such as their private health insurance or HMO, will pay for all or much of their LTC needs. However, in most cases general health insurance only provides very limited coverage.


That is where long term care insurance (LTCi) comes in. It is designed to help cover the expenses associated with the need for LTC, including personal and custodial care in a variety of settings such as your home, adult day care facilities, assisted living, nursing facility, or hospice.

Did you know?
About 70% of people turning age 65 will need LTC services at some point in their lives.¹

Check out our [Types of Long Term Care Services flyer](#).

A range of options and benefits are available in today's LTCi policies, allowing consumers to get coverage for the care services they require at a cost that fits into their budget. See the coverage options below.

Traditional	Hybrid (Life)	Hybrid (Annuity)	Rider (Life) ³
LTC coverage only	Combination LTCi and modest life insurance	Combination LTCi and annuity	Combination LTCi and significant life insurance
This is the most cost-effective way to protect against risk. Policies do not build cash value and generally do not provide a death benefit.	This offers LTC protection, a modest death benefit, and sometimes a return of premium feature—could benefit someone who is looking to reposition an existing asset or 1035 exchange proceeds from an old life insurance contract.	This is good for someone looking to leverage an existing annuity to fund a solution or older individuals who may be looking for easy underwriting.	This is good for maximizing the death benefit while retaining flexibility to address the costs associated with LTC.

 Contact your insurance professional for more information about the benefits, features, and specific types of traditional LTCi available to meet your specific needs.

¹ Nationwide, Compare Long Term Care Costs from State to State, <https://nationwidefinancialtmap.hvsfinancial.com>, October 2022
² U.S. Department of Health and Human Services. National Clearinghouse for Long-Term Care Information, www.longtermcare.acl.gov/the-basics/how-much-care-will-you-need, February 2020
³ Policy riders are available at an additional cost and may not be available for all products or in all states. Terms and conditions apply.

