

HOW TO ADDRESS

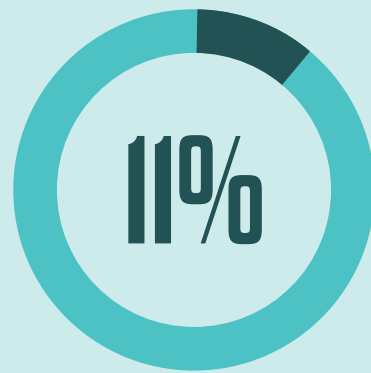
4 Long-Term Care Misconceptions

Statistics to empower your next client meeting, email campaign, or social post to convey the importance and relevance of long-term care.

“I probably won’t need long-term care (LTC).”



of people aged 65 and older will experience a LTC need in their lifetimes



of people aged 65 and older have Alzheimer’s

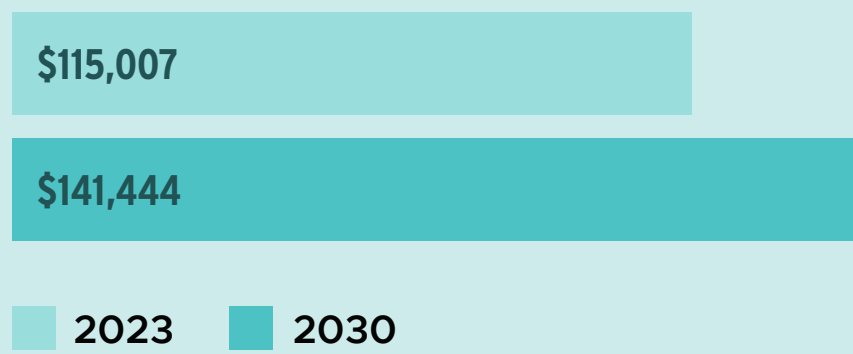


of people aged 45 and older are not financially prepared if they suddenly required LTC

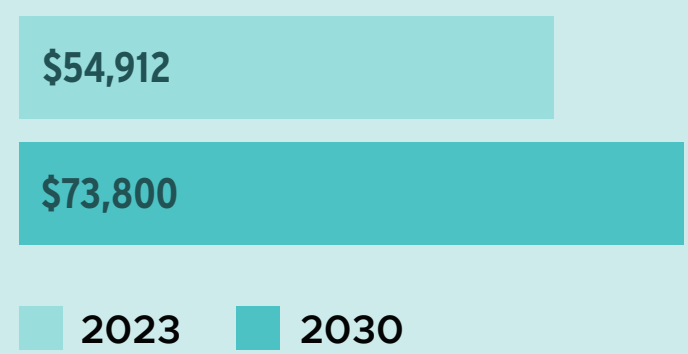
Response: I know it can be uncomfortable to imagine a time where you might not be able to care for yourself. If we’re proactive now, we can work together to plan a solution that remains flexible if you don’t end up needing care.

“That’s what my retirement savings are for.”

Estimated median **annual** cost for private room in nursing home



Estimated median **annual** cost for home-based care



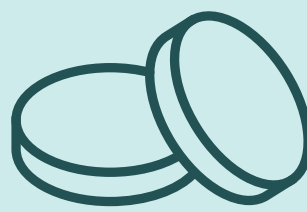
Response: A long-term care event can quickly deplete retirement savings, and costs are rapidly rising each year. I can walk you through some financial planning options so you don’t run out of money should something unexpected happen.

“My family will take care of me.”

Statistics for those providing care to someone over age 50



57% of caregivers are providing care to a parent or parent-in-law



42% of caregivers say that their financial situation has been affected by their caregiving responsibilities



70% of caregivers have suffered work-related problems due to their caregiving duties

Response: Caregiving doesn’t bring families together; it tears families apart. The stress of long-term care has mental and financial impacts on the family, and it can quickly become an area of conflict or resentment. Let’s create a written plan of care to make it easier for you and your loved ones.

“I’m too young to think about LTC right now.”

Around 45% of

People Under the Age of 65

need LTC

Around 44% of

Those Age 75 and Over

who apply for LTC insurance are **denied coverage**

Only 22% of

Those Age 50-59

who apply for LTC insurance are **denied coverage**

Response: Don’t wait until you *need* long-term care insurance to start looking. Life happens, and the need for care could be sudden and unexpected. It’s important to secure LTC coverage while you’re healthy and premiums are low.



Care planning isn’t one-size-fits-all.

FIG’s dedicated LTC team can empower you with personalized care planning solutions that you can present to your clients, helping them secure coverage for tomorrow and peace of mind for today.

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Sources:

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