




**AVMA | LIFE**  
Veterinarian Inspired Coverage

**Long Term Care Product Webinar**  
August 2017



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**Agenda**

- Long Term Care Overview
- Introduction of Long Term Care Resources (LTCR)
- Referring a Member
- Product Roll-out Timeline
- Questions

## What is Long Term Care?

- Long Term Care (LTC) is a variety of services which help meet both the medical and non-medical needs of people with a chronic illness or disability who cannot **care** for themselves for **long** periods.

## Importance of LTC

- 65% of people over age 70 need some type of Long Term Care
- From 2011 to 2029, baby boomers (those born between 1946 and 1964) will turn 65. During this time period, 10,000 people will turn 65 every day.
- 48% of people age 40 or older say they will need long term care as they age, but only 35% say they've set aside funds to pay for their long term care need.



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## Long Term Care Resources (LTCR)

- LTCR is a national insurance agency and marketing company dedicated to Long-Term Care Insurance for the association member market.
  - Exclusive LTC provider for over 650 affinity organizations
  - Has helped nearly 600,000 affinity members with LTC planning needs



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## Long Term Care Resources (LTCR)

- LTCR Advisors ONLY sell Long Term Care
- LTCR Benefits
  - Special Discounts
  - Multiple products for different needs and budgets
  - Multiple Carriers insure members obtain the best value

## LTCR Carriers

	A.M. Best	S&P	Moody's	Fitch
Mutual of Omaha	A+	AA-	A1	Not Rated
Transamerica	A+	AA-	A1	AA-
LifeSecure	A-	Not Rated	Not Rated	Not Rated
Lincoln National	A+	AA-	A1	A+
Nationwide	A+	A+	A1	Not Rated
OneAmerica	A+	AA-	Not Rated	Not Rated

\*Ratings as of 11/1/16

## Role of LTCR

- LTCR assigns field advisor to work with member
- Field advisor will:
  - Determine appropriate coverage
  - Submits application
  - Deliver policy and explains coverage levels
  - Assist with any claims
- LTCR will:
  - Handle billing on LTC policy
  - Provide customer service on LTC policy

## Role of AVMA LIFE Agents

- Have a basic understanding of LTCR's process and services.
- Promote Long Term Care as an AVMA LIFE product offering
- Refer members with a Long Term Care need to LTCR

## Referring a Member

- There are two ways to refer a member:
  1. LTCR website (linked through [avmalife.org](http://avmalife.org))
  2. LTCR phone line (1-800-616-8759)
- Remind member to give your name as referral source
- LTCR will notify Pearl if LTC policy is bound
- Pearl will pay \$50 referral fee per bound policy

## Product Roll-out Timeline

- August 1, 2017 – Long Term Care product live on website.
- August 2, 2017 - Introduction of product to agent force.
- October 2017 - Long Term Care direct mail kits mailed to members with follow-up email.

Questions?