AVMA | LIFE
Veterinarian Inspired Coverage

Long Term Care Product Webinar
August 2017

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.
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

• 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

<table>
<thead>
<tr>
<th>Carrier</th>
<th>A.M. Best</th>
<th>S&amp;P</th>
<th>Moody's</th>
<th>Fitch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mutual of Omaha</td>
<td>A+</td>
<td>AA-</td>
<td>A1</td>
<td>Not Rated</td>
</tr>
<tr>
<td>Transamerica</td>
<td>A+</td>
<td>AA-</td>
<td>A1</td>
<td>AA-</td>
</tr>
<tr>
<td>LifeSecure</td>
<td>A-</td>
<td>Not Rated</td>
<td>Not Rated</td>
<td>Not Rated</td>
</tr>
<tr>
<td>Lincoln National</td>
<td>A+</td>
<td>AA-</td>
<td>A1</td>
<td>A+</td>
</tr>
<tr>
<td>Nationwide</td>
<td>A+</td>
<td>A+</td>
<td>A1</td>
<td>Not Rated</td>
</tr>
<tr>
<td>OneAmerica</td>
<td>A+</td>
<td>AA-</td>
<td>Not Rated</td>
<td>Not Rated</td>
</tr>
</tbody>
</table>

*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)
  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?