

# CASE STUDIES

We understand that each client situation is unique which is why EssentialLTC was designed to offer flexible solutions to better meet your clients' specific needs. Learn how EssentialLTC can address your clients' long term care challenges through the following successful case studies.

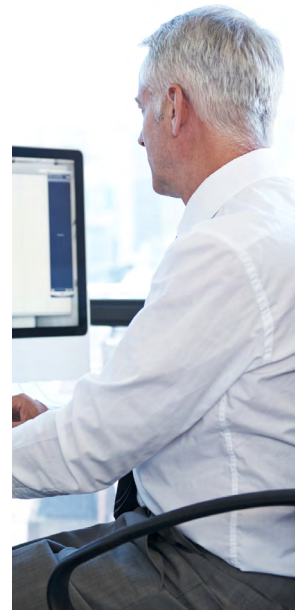
## Case Study #1

### **Challenge: Client concerned about not being able to afford premiums into retirement**

Kevin, a 50 year old computer consultant, was approached by his insurance agent about planning for long term care. After a comprehensive discussion about the possibility of needing care and the excessive costs associated with it, Kevin agreed that he should put together a plan to cover this need. He simply was not going to be able to pay for care in the future should the need arise. After asking some pre-qualifying questions, Kevin's agent designed an EssentialLTC plan to address his concerns. Kevin agreed that while the policy was a great solution to pay for his care if needed, he was worried about not being able to pay the premiums in the future - specifically during his retirement.

### **Solution: EssentialLTC 10-Pay Premium Payment Option**

Kevin's agent was able to alleviate his concern by utilizing a 10-year premium payment duration option. This option gave Kevin the peace of mind to know that not only would his policy be guaranteed to be paid-up in 10 years, but he would not have premiums during his retirement years. And, being a business owner, he was able to take a tax deduction each year for some of the LTCi premium payment. Kevin purchased the policy and is looking forward to a comfortable retirement!



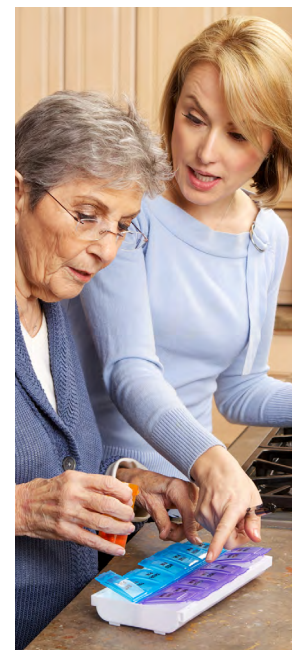
## Case Study #2

### **Challenge: Client concerned about outliving their benefits in case LTC is for an extended period of time**

Sarah and her husband, Michael, had become worried that Sarah's mother might have some form of memory loss. They noticed a decline in memory severe enough that it reduced Sarah's mother's ability to perform everyday activities. Her mother was experiencing problems with short-term memory, keeping track of her purse/wallet, paying bills, planning and preparing meals, remembering appointments and traveling out of the neighborhood. Their doctor told them that this condition could not only worsen, but could last 5-10 years, or longer. Sarah and Michael were concerned that if a similar condition happened to them, their life's savings could be spent entirely on this kind of long term care. They met with their insurance agent and expressed a desire to plan for the possibility of needing care for many years.

### **Solution: EssentialLTC Lifetime Benefit Duration**

Sarah and Michael's agent designed an EssentialLTC plan that utilized a Lifetime Benefit Duration option. Having a lifetime/unlimited benefit duration could provide the money to pay for care if it lasted 5-10 years, or longer. This plan design element gave Sarah and Michael the confidence to know that if a cognitive impairment happened to them their assets could be protected. Sarah and Michael purchased the policy and feel good about being able to leave their life savings to their kids, rather than spend it all on care!



## Case Study #3

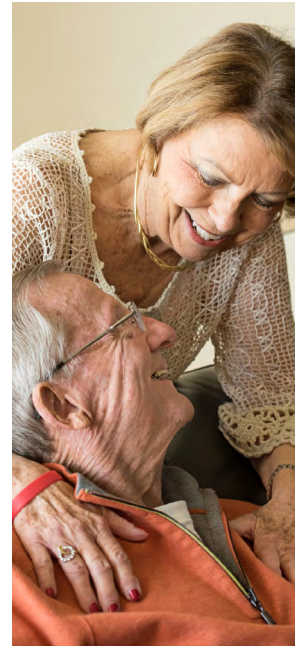
### **Challenge: Client concerned about exhausting benefits and being a burden on spouse**

Dan and his wife, Melissa, had watched his parents transition from living independent and active lifestyles to needing assistance with basic daily activities (bathing, dressing, etc). Dan's parents each had an LTCi policy with a limited benefit amount. Dan's mother, who needed care for many years, exhausted her benefits and was left to pay for care via her savings and income. Dan's father, on the other hand, had not used all the benefits on his policy by the time he died. Dan and Melissa wanted an LTCi policy that would allow each of them to be able to tap into additional benefits if either (or both) of them exhausted benefits under their base plan.

### **Solution: EssentialLTC Shared Care**

Dan and Melissa's agent designed an EssentialLTC policy that included a Shared Benefit Amount rider. This provided a third benefit pool, available to either or both of them, if they exhausted their benefits under their respective base plans. With the knowledge that each of them could have additional benefits, if needed, Dan and Melissa look forward to sharing a comfortable retirement!

To learn how to design an EssentialLTC solution for your client, please contact:



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# EssentialLTC

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