

Lifetime Coverage Means Your Clients Won't Run Out of Benefits

Prospect Profile

- Michael and Christine, age 50

Situation

- Christine's mother was diagnosed with Alzheimer's disease 10 years ago. Christine was able to provide the care her mother needed for several years before it became necessary to move her to an assisted living facility
- Christine's mother had a long-term care policy with a two-year benefit period. Benefits of the policy have been exhausted, and Christine and Michael are watching as her life savings are depleted to pay for her care
- Michael and Christine also know the emotional toll caring for someone with Alzheimer's can have on a family. (According to the Alzheimer's Association, a person with the disease can live as many as 20 years from the onset of symptoms.) They want to make sure their own children won't ever have to care for them
- Michael and Christine are ready to purchase long-term care insurance, and they've seen firsthand that a short benefit period is not enough

Solution

- Long-term care coverage with a lifetime benefit period gives Michael and Christine the peace of mind they're looking for
- It ensures they will have benefits available for as long as care is needed – five years, 10 years, 20 years or more
- Lifetime coverage helps ensure Michael and Christine will not have to invade their assets to pay for care and their children will not have to become their caregivers

Lifetime Coverage Gives You a Competitive Advantage!

- Mutual of Omaha's rates for lifetime coverage are extremely competitive. Many other carriers focus is on shorter benefit periods, typically two, three and four years
- Lifetime coverage allows you to address your clients' concerns about having enough coverage to care for a chronic, long-term condition, like Alzheimer's
- A lifetime benefit period assures your clients won't be left without coverage

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Compare our Rates for Lifetime Coverage

We've done the comparative analysis for you. Take a look at how our rates for lifetime coverage stack up to the competition.

Preferred Rates						
Issue Age	Mutual of Omaha LTC II	MetLife VIP2-Ideal	GenWorth Privileged Choice	Prudential LTC by Design	Hancock Custom Care II	Physician's Mutual Vista Care Choices
55	\$1,218	\$1,454	\$1,305	NA	\$1,574	\$1,637
60	\$1,505	\$1,857	\$1,740	NA	\$1,878	\$2,002
65	\$2,094	\$2,469	\$2,370	NA	\$2,301	\$2,580

Standard Rates						
Issue Age	Mutual of Omaha LTC II	MetLife VIP2-Ideal	GenWorth Privileged Choice	Prudential LTC by Design	Hancock Custom Care II	Physician's Mutual Vista Care Choices
55	\$1,433	\$1,697	\$1,566	\$1,453	\$1,836	\$1,926
60	\$1,770	\$2,167	\$2,088	\$1,734	\$2,191	\$2,356
65	\$2,464	\$2,880	\$2,844	\$2,369	\$2,685	\$3,035

Rates are based on the following:

- tax-qualified coverage
- lifetime benefit period (preferred rates not available with Prudential)
- \$100/\$3,000 NH/HHC
- compound inflation protection
- 90-day elimination period (100 days for MetLife)
- spouse discount

This competitive analysis was done using the most current product information available as of April 2005. Products may vary by state and are subject to change at any time.