



LTC Media Kit

Helping you recruit, train and retain the best producers



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How Cost of Care Impacts the Sales Process

There are two points during the sale when agents need to educate clients about the actual cost of LTC services:

- During the initial appointment – Discussing what people can expect to pay for LTC services helps them understand the value of purchasing an LTCi policy
- When completing the application – Knowing the cost of care in their state allows agents to recommend an appropriate policy benefit amount

Make sure your agents have a copy of Mutual of Omaha's [2016 Cost-of-Care book](#) that contains updated costs for home health care, assisted living and nursing home care by state. Copies can be ordered through normal channels.



The Importance of Up-to-Date Partnership Training

States require LTCi insurance carriers to make sure the agents that represent them have taken the required partnership training and periodic refresher courses and that certification of completion is on file. That means if an agent's partnership training isn't current, we can't accept the application.

Agents can check the status of their partnership training records by calling us at 1-800-867-6873. Our [Partnership Overview & Training Requirements Guide](#) also provides detailed training requirements by state.



The Flexibility of Cash and Reimbursement

Check out a new addition to our Concept Marketing Portfolio - a collection of compelling stories and materials agents can use to increase their success in the LTCi marketplace.

This [training flyer](#) explains how to engage people in a discussion about the cost associated with waiting to purchase LTCi. There's also a postcard and brochure agents can use to reach out to potential customers. Encourage them to check out the Concept Marketing section on [Sales Professional Access](#). Consumer materials can be ordered through normal channels.



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