



LTC Awareness

Starting the conversation

Dear Holden,

Americans are generally aware that long-term care (LTC) is a big risk in retirement, yet they tend to underestimate the consequences of LTC if it happened to them - and more importantly, what it would mean to the people they love most.

As Long-Term Care Awareness Month approaches in November, OneAmerica® is launching a comprehensive campaign to provide your producers with a wealth of resources and support so they can confidently start the LTC conversation. To do that, we're providing you with a complete toolkit to engage, motivate, and empower producers.

Read on or [view our campaign overview](#) to discover the full scope of resources you have access to as a valued partner!

PRESENTATION

Through a practical, 30-minute presentation to be given in person or via webinar, producers will learn the key questions to encourage action and get clients thinking about the real impact of long-term care events on the ones they love. They'll also learn how to structure their LTC conversation and introduce asset-based products as the foundation for an LTC plan.

[View and download presentation »](#)

WORKBOOK

Help producers get the most out of your presentation by providing our ready-made workbook that follows along with the presentation deck. Email or print the PDF version.

[View and download workbook »](#)

INVITATION AND THANK YOU

Use our customizable invitation to encourage producers to attend your seminar and hear the presentation. Follow up by thanking producers for their time and commitment while also providing additional resources with a customizable thank you letter.

[View and download invitation »](#)

[View and download thank you »](#)

EVALUATION

Get feedback, gauge effectiveness, and connect with producers through our presentation evaluation sheet, which can be printed or emailed.

[View and download evaluation »](#)

WEBINARS

For producers who are unable to attend your presentation or want a refresher on starting the LTC conversation, the OneAmerica sales team will be hosting a number of webinars covering the same topics.

- Tuesday, Oct. 27, 11:00 AM EST >> [Register](#)
 - Thursday, Oct. 29, 2:00 PM EST >> [Register](#)
 - Tuesday, Nov. 3, 11:00 AM EST >> [Register](#)
 - Thursday, Nov. 5, 2:00 PM EST >> [Register](#)
 - Tuesday, Nov. 10, 11:00 AM EST >> [Register](#)
 - Thursday, Nov. 12, 2:00 PM EST >> [Register](#)
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BRAINSHARK

Our 7-8 min. Brainshark will be the perfect follow-up to your presentations and will include an ad unit for use in your e-newsletter that links to the Brainshark. Will be available in late October!

We hope these resources provide the perfect launching point as you coach producers in starting the conversation about long-term care with clients. Utilize the links above to view and download our materials, or **[view all campaign materials together here.](#)**

As we move into Long-Term Care Awareness Month this November, we look forward to seeing each of you launch a successful campaign to bring attention to this key topic!

Sincerely,

James Romero

OneAmerica is the marketing name for The State Life Insurance Company® (State Life) which offers the Care Solutions product portfolio.

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