

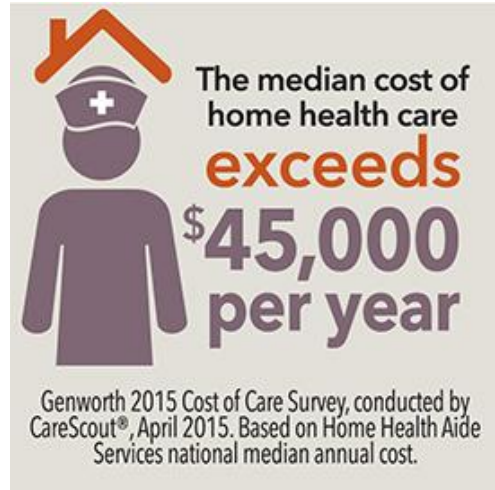


Use these eye-opening findings to start conversations

Over the past 12 years, nationwide costs for long term care (LTC) have risen steadily — from homemaker services to nursing homes. Prepare your clients for the costs of LTC in their area by sharing findings from the Genworth [2015 Cost of Care Survey](#).

With at least 70% of people over 65 requiring some type of long term care services and support at some point¹, you can help your clients put a plan in place.

November is Long Term Care Awareness Month. It's the ideal time for educating your clients by starting conversations and helping them plan for a more secure future. [Click here](#) for your long term care educational resources.



[Cost of Care Survey](#)

[Long Term Care Educational Resources](#)

November is Long Term Care Awareness Month. Start the conversation.

¹2015 Medicare & You, National Medicare Handbook, Centers for Medicare and Medicaid Services, September 2014.

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