

LTCi - offering more comprehensive benefits



LTC Media Kit

Helping you recruit, train and retain the best producers



June 2015

The LTC Media Kit is a bi-monthly email that contains tools to help you meet your LTC goals. Forward these tools to your agents. Include them in your company newsletter. Post them on your producer website. Use them however you see fit to recruit, train and retain the best agents.



New Ways to Recruit LTCi Agents

We've updated our recruiting materials to give you new ways to reach prospective agents and entice them to begin selling Mutual of Omaha's LTCi. Four new recruiting pieces are now available for you to customize:

- [Trade ad - full page](#)
- [Trade ad - half-page](#)



- [Postcard](#)
- [Flyer](#)

If you'd like to begin using these new recruiting pieces, or you'd like to learn more about the materials, programs and support available to you, contact:

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In addition, you can check out more programs on [SmartSource](#), a website dedicated to helping you attract new agents, equip them to succeed and keep them selling LTCi for you.



How to Use the Cash Benefit

Products in the MutualCare Solutions portfolio include a built-in cash benefit that can be helpful to policyowners and their families. When selected in lieu of traditional reimbursement benefits, the cash can be used for any long-term care related expense. There's no elimination period to satisfy, no bills to collect and submit, and no worrying about whether an expense will be covered.

[Watch a short video](#) to learn more about

the different uses for the cash benefit.



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