

LTCi - offering more comprehensive benefits



## LTC Media Kit

Helping you recruit, train and retain the best producers



April 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.



### Traditional LTCi is Alive and Well

When it comes to long-term care planning, consumers have more choices than ever before. But one thing is certain...a traditional LTCi policy is still a great value for the money. When looking at what premium dollars will buy, traditional LTCi offers more comprehensive benefits at a cost that's less expensive than the majority of other alternatives. In addition, LTCi

policies offer:

- Flexibility during the progression of care
- Known coverage amounts on day one
- The option to receive an immediate cash benefit
- Additional benefits, such as care coordination
- Inflation protection that allows benefits to grow over time
- Tax deductible premiums
- Partnership-qualified coverage

[Download this flyer](#) to learn more. Then be sure to share the good news with your agents. Traditional LTCi is alive and well and continues to be the best option for many clients.



### **Looking for Affordable Inflation Protection?**

Mutual of Omaha offers inflation protection options ranging from one to five percent - something you won't find from other carriers. And now that some states are allowing inflation percentages as low as one percent to qualify for partnership coverage, our policies offer an affordable amount of inflation protection while allowing clients to maintain a Medicaid safety net.

[Watch a short video](#) to learn more about the flexible and affordable inflation protection options available on Mutual of Omaha's LTCi products.

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