

THERE'S A LOT OF MISCONCEPTION ABOUT LONG TERM HEALTH INSURANCE. WHICH REALLY ISN'T VERY HEALTHY AT ALL.

Long Term Care Insurance protects you when you are in your own home, in the community, or in facilities and need ongoing care and help.

Don't make the mistake of assuming that health insurance or medicare will pay for the cost of long term care... it doesn't!

That money has to come from either your bank accounts or an insurance policy.

WE ARE LONG TERM CARE SPECIALISTS.

*If you have questions, just ask.*

## Can You Afford Long Term Health Insurance?

## Can You Afford Not to Have It?

BY DANNY MENSCH FOR MENSCH INSURANCE

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If you're reading this, there's a good chance you have been thinking about buying a Long Term Care Insurance Policy. And you're smart: because the majority of people at some point will need some Long Term Care Assistance in their lives. The biggest problem I'm seeing with Long Term Care Insurance is that most people don't understand it. So hopefully this will help clarify this type of insurance.

### 1 LONG TERM CARE INSURANCE IS NOT JUST FOR OLD, SICK PEOPLE.

When you talk about "Long Term Care" most people think of a sweet elderly grandmother living in a nursing home and assisted living facility. And yes, that is certainly a part of Long Term Care. But will surprise you is that the reality is that 50% of all Long Term Care is accessed by people under the age of 65. That's right -- people under 65. That's not just elderly grandmothers is it? And that's why it's so important to consider Long Term Care in your financial mix.

### 2 THE COST OF A LONG TERM SITUATION WITHOUT INSURANCE IS SHOCKING.

Read this slowly because it's important: the average Long Term Care situation today will cost you \$60,000 a year for physical or mental illness. And that's after tax dollars. Are you prepared to pay that amount and more for several years should you need help? The majority of us are not.

3 THE BEST TIME TO BUY LONG TERM CARE INSURANCE IS WHEN YOU'RE YOUNG AND YOU DON'T NEED IT. If you buy Long Term Care Insurance when you're in your 40's you can lock in the younger age rates and take advantage of good health discounts.

Here is a sample of monthly premiums for a Long Term Care Insurance policy assuming the following average benefits:

\$150/Day, 5 Year Benefits Payable Duration, 5% Compound Inflation Protection, and a 100 Day Elimination Period before benefits begin. I am also assuming good health and a full marital discount:

Age 40- \$99.84 a month  
Age 45- \$109.30 a month  
Age 50- \$118.33 a month  
Age 55- \$128.12 a month  
Age 60- \$161.84 a month  
Age 65- \$217.29 a month  
\*Age 70- \$323.04 a month  
\*Age 75- \$517.76 a month.

See why it makes sense to buy that policy when you're 40?

### 4 MORE NEWS: IF YOU WAIT UNTIL YOUR HEALTH IS COMPROMISED AND YOU NEED A LONG TERM CARE POLICY -- IT'S MOST LIKELY YOU WON'T BE ABLE TO GET ONE.

No one can predict whether they're going to need Long Term Health Insurance or more importantly, when they're going to need it. But if you don't want to take the risk and you buy a LTC policy, then you'll be covered.

If you don't buy a policy, then you're assuming you'll have the money to pay for it out of your checking

Give yourself a good night's sleep by buying a Long Term Health Care policy.

account because surprise -- your health insurance or life insurance may not pay for this type of care.

**5 LONG TERM CARE INSURANCE MAY NOT BE AS EXPENSIVE AS YOU THINK.** One of the most common objections I hear about buying a Long Term Care Insurance policy is that it is too expensive. Far too often agents or planners will simply send quotes without really examining what is appropriate for the client. For example, we might suggest a *longer benefit duration* for someone in their 40's or 50's due to life expectancy being greater than someone in their 70's. At the same time, we might hear that a 70-year-old was told to buy an *unlimited duration plan design*. Of course that cost is going to be "off the charts" higher than a more reasonable 3-year benefit. The point is it's important to sit down, e-mail or talk on the phone and explain:

- why Long Term Care Insurance is important
- why you are financially exposed without it
- why there is a plan that can satisfy your age and financial needs.

**6 MEN NEED LONG TERM CARE POLICIES, BUT I THINK WOMEN NEED THEM EVEN MORE.** Why? Well, it's simple. Statistics show us that women tend to live long than men yet they develop more chronic illnesses than men. So Long Term Care insurance is really a must. I tell my clients that if you're a women in your 40s you need a simple long term care policy. I don't think that's over insuring. I think that's smart financial planning.

*Danny Mensh is the President of Mensh Insurance. He also specializes in Long Term Care.*

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MY NOTES: \_\_\_\_\_

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