

Are social circles impacting your clients' financial plans?

WHITE PAPER



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Planning for long-term care needs has become an increasingly important topic, as the effects of a life-changing event impacts the entire family. Healthcare costs, medical expenses and care coverage are leading more people to talk about long-term care options.

Of consumers surveyed:*



say they are extremely or very concerned about the increasing costs of healthcare



voice concern with ability to get adequate care



express concern regarding coverage of medical expenses in the event of an unexpected health crisis



worry about not being able to remain home, the emotional toll on the spouse/children, depleting savings to pay for long-term care

That's the good news ...

* Lincoln Financial, "Planning for Long Term Care, 2019," <https://newsroom.lfg.com/document-library/importance-planning-long-term-care>, July 2019. Information presented here is from those polled in our survey.

Unfortunately ...

60% of those surveyed are discussing it in their social circles, which may be why **63%** said they do not have any type of long-term care plan — informal or written.*

Help your clients put a plan in motion with three simple steps



Factualize the fiction



Illustrate the value



Select the right provider

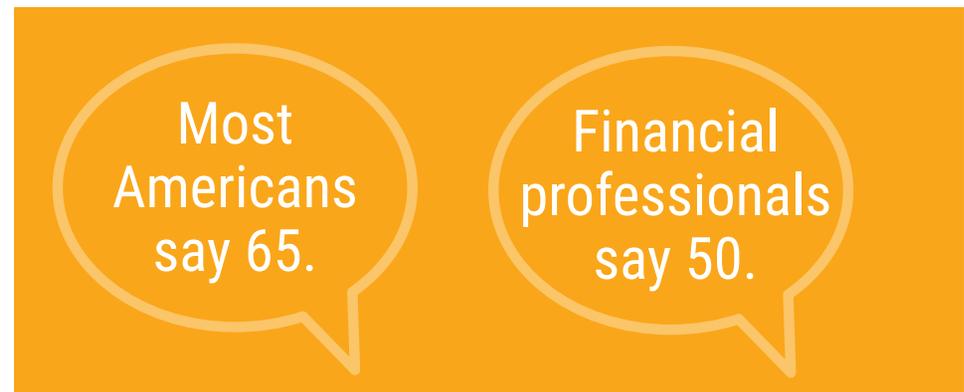
* Lincoln Financial, "Planning for Long Term Care, 2019," <https://newsroom.lfg.com/document-library/importance-planning-long-term-care>, July 2019. Information presented here is from those polled in our survey.



Factualize the fiction

Social circles are great for socializing, but may not be the best place to learn about important topics such as long-term care options. Rather than learning the facts from a professional, your customers may fall prey to the misconceptions of their friends and families.

Too young to plan for long-term care



When should you plan for long-term care?¹

Develop a long-term care solution when your clients are younger, healthier and have:



Higher chances
of being approved



More affordable costs
for care coverage



Greater care benefits
and options

¹Versta Research, "2017 LTC Marketing and Thought Leadership Research, Findings from Surveys of Advisors and Consumers," https://newsroom.lfg.com/sites/newsroom.lfg.com/files/doc_library/file/2017_Long-Term_Care_Thought_Leadership_Research_Source_Deck.pdf, February 2018. Information presented here is from those polled in our survey.



58% believe long-term care is only beneficial if you use it.*

Although traditional long-term care solutions may employ “use it or lose it” policies, hybrid long-term care funding solutions, like Lincoln *MoneyGuard*® solutions, provide benefits for every outcome.

Don't know where to begin*



of consumers surveyed were hindered by not knowing who to speak to about options



think it's difficult to determine how much coverage is needed



consulted a financial professional

If you let your clients rely on their social circles for information about long-term care, it may derail them from the plan you created together.

*Lincoln Financial, "Planning for Long Term Care, 2019," <https://newsroom.lfg.com/document-library/importance-planning-long-term-care>, July 2019. Information presented here is from those polled in our survey.



Illustrate the value

One conversation can make all the difference. Having a proactive plan in place can alleviate stress on families and provide benefits that matter to your clients.

Consumers surveyed* believe an LTC plan helps:

76% provide peace of mind

72% alleviate the financial impact on their family

69% reduce out-of-pocket costs

60% allow people to stay in their homes longer



Access LTC benefits



Provide a legacy



Get money back

Address their concerns

With a hybrid long-term care funding solution in place, your clients can be covered whether or not they end up needing care.

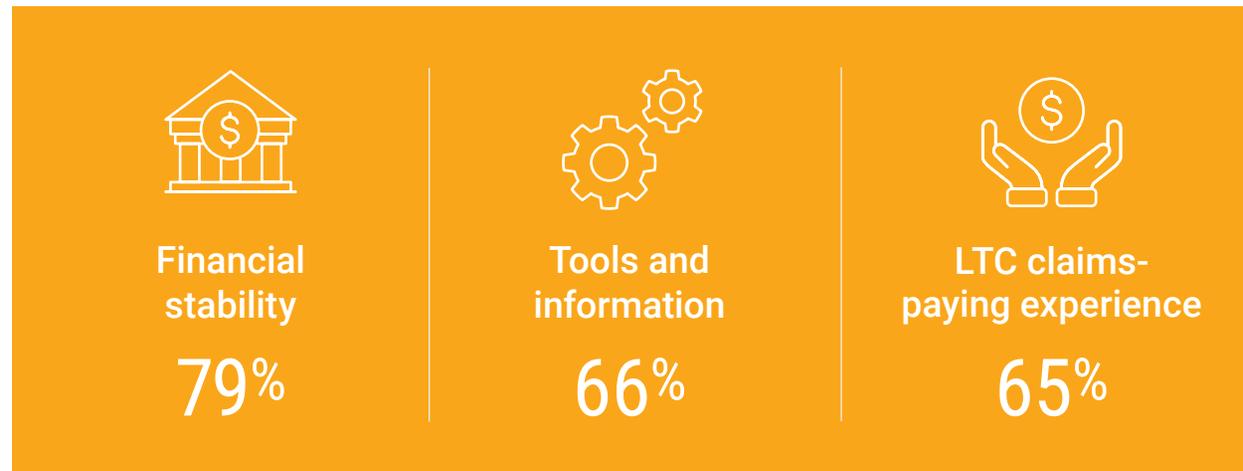
* Lincoln Financial, "Planning for Long Term Care, 2019," <https://newsroom.lfg.com/document-library/importance-planning-long-term-care>, July 2019. Information presented here is from those polled in our survey.



Select the right provider

Long-term care strategies are not all alike, nor are the financial firms backing those solutions. Make sure you set your clients up with the right provider by identifying the characteristics that matter to them.

Consumers surveyed* are more likely to trust a provider that has:



* Lincoln Financial, "Planning for Long Term Care, 2019," <https://newsroom.lfg.com/document-library/importance-planning-long-term-care>, July 2019. Information presented here is from those polled in our survey.

Our solutions are backed by more than a century of financial stability

For more than 110 years, Lincoln has remained committed to helping Americans plan for retirement, plan for the unexpected and protect their wealth from taxes, long-term care costs, longevity, inflation and market risk.

With over 30 years of leadership in developing hybrid long-term care funding solutions, we remain steadfastly committed to equipping you with the right strategies to help your clients accomplish their goals.

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Ready to put your clients' plans in motion? Our dedicated specialists are ready to help, please call us at 877-546-2647.

Important information:

Lincoln *MoneyGuard*[®] products are universal life insurance policies with long-term care riders issued by Lincoln Financial Group affiliates: The Lincoln National Life Insurance Company, Fort Wayne, IN, or, in the state of New York, by Lincoln Life & Annuity Company of New York, Syracuse, NY.

Unless otherwise noted, all statistics mentioned are results of the *Planning for Long Term Care* study, which are based on an online survey of 1,003 adults aged 18 year or older across the United States, conducted April 25-28, 2019, by Lincoln Financial Group and Engine. The margin of error associated with the total sample is +/- 3.09% at the 95% confidence level. Public report available: <https://newsroom.lfg.com/document-library/importance-planning-long-term-care>, July 2019.

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