

Positioning long-term care for high-impact client conversations



Voluntary Benefits

Today's speakers



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A little housekeeping...

- When sending questions in the chat, please select direct and choose Ryan Saladino
- We will be leaving time for Q&A at the end of the presentation
- All your mics will be muted
- You'll be automatically directed to a survey at the end - please give us your feedback!
- The webinar is being recorded and will be shared for on-demand consumption
- Slides will also be available for download



Today's goal:

To help you gain the confidence to bring long-term care (LTC) to your clients to create stickier relationships and ultimately increase your book of business

1. The long-term care opportunity
2. How to establish the need employee care solutions
3. Understanding the employer's opportunity
4. Taking the LTC conversation to the next level
5. Tools that can help drive your LTC conversations

The long-term care opportunity

A perfect storm

- The long-term care (LTC) conversation has become front and center due to:
 - Demographic shifts
 - Policy changes
 - Economic realities
- The reputation of standalone LTC products doesn't tell the full story
- The opportunity it creates when paired with a life insurance product is too big to ignore



The long-term care opportunity

Growth of the long-term care market

Long-term care was the fastest growing voluntary benefit from 2020 to 2024 - BenefitsPRO



The long-term care opportunity

We've been in your shoes

- Your clients expect you to be the expert
- They want you to have all the answers
- The LTC conversation can be multilayered and complex
- It can be daunting to have conversations if you're not fully confident in your approach

But we're here to help make that conversation easy and effective



The long-term care opportunity

The 3 things you need to drive the conversation with your clients

- 1 Establishing the need** – Why are care benefits important for employees?
- 2 Understanding the employer's perspective** – What are they looking for in a benefits solution?
- 3 Take the conversation to the next level** – How do you connect the dots for your audience?

1) How to establish the need for employee care solutions

Employees need care solutions

How do you know this?



Demographics
are changing



Care costs are
rising



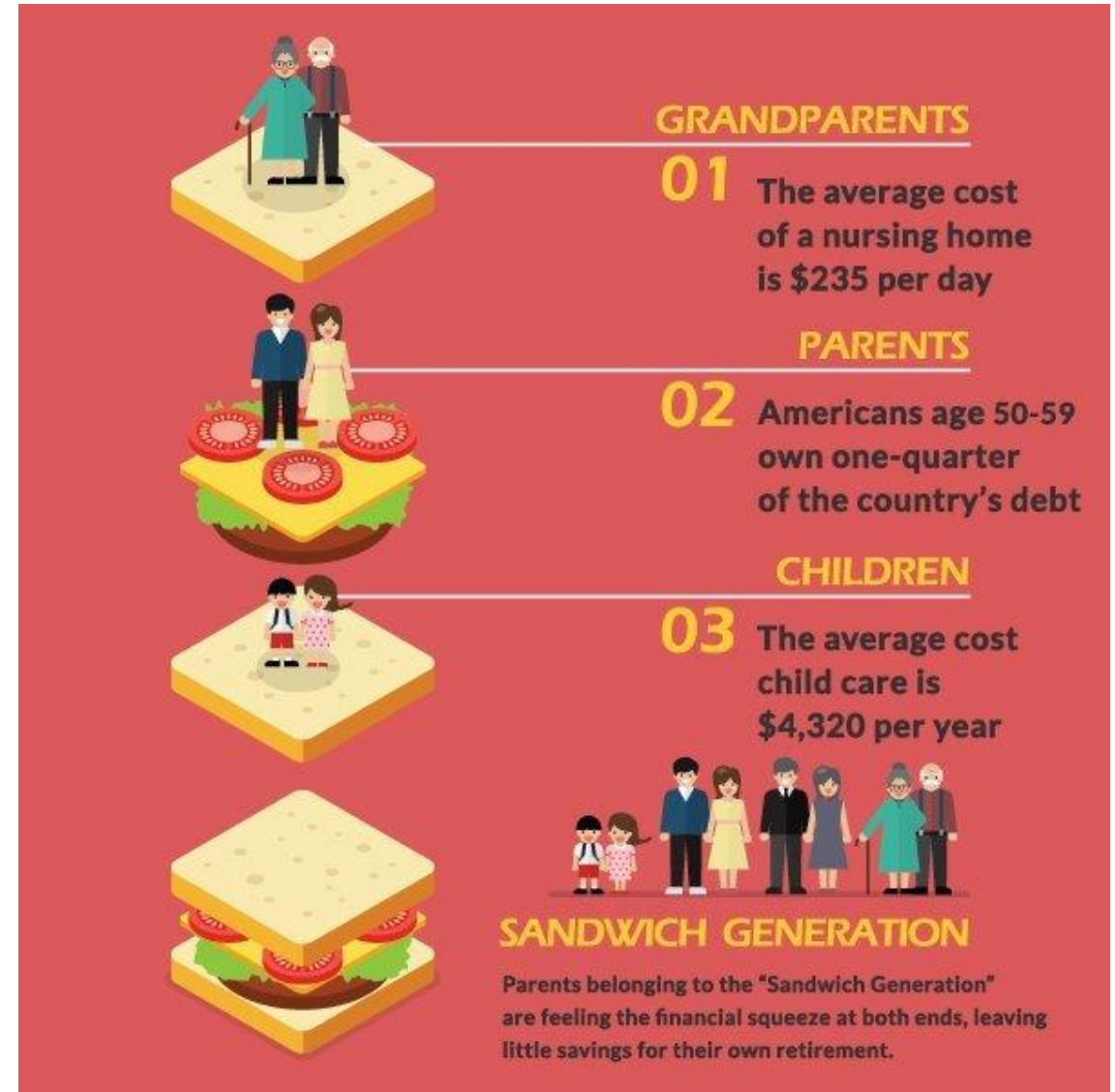
Government is
taking notice



Sandwich generation

Employees are caught in the middle

- It is estimated that by 2030, for the first time in U.S. history, those above the age of 65 will outnumber those below the age of 18¹
- Added responsibilities of caring for parents is causing emotional, financial, and physical stress
- This generation plays a vital role in combating the care crisis



¹ How Does the Aging of the Population Affect Our Fiscal Health. Peter G. Peterson Foundation. 2024.

Employees need care solutions

How do you know this?



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Fewer professional caregivers

-139,000



Nursing homes and residential care facilities need 139,000 more employees to reach pre-pandemic levels

Increasing demand for care

The result? More expensive care services

State Of The Sector: Nursing Home Labor Staffing Shortages Persist Despite Unprecedented Efforts To Attract More Staff. AHCA. 2024

Monthly cost of care: National medians

\$6,483

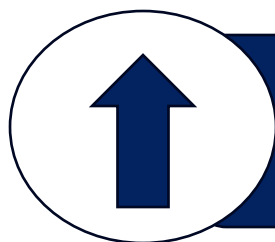
Home health aide

\$5,900

Assisted living community

\$10,646

Nursing home
– Private room



Since 2022, these costs increased by roughly 10%, 5%, and 5%, respectively.

Source: CareScout. Genworth Cost of Care Survey. 2024

Employees need care solutions

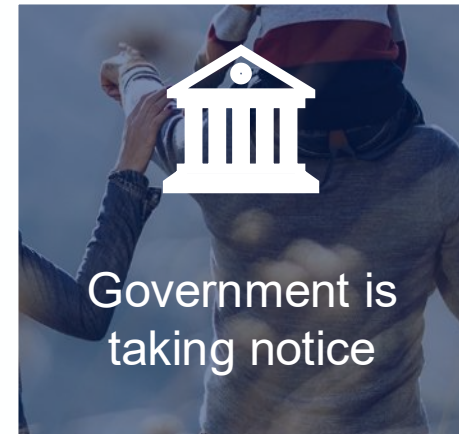
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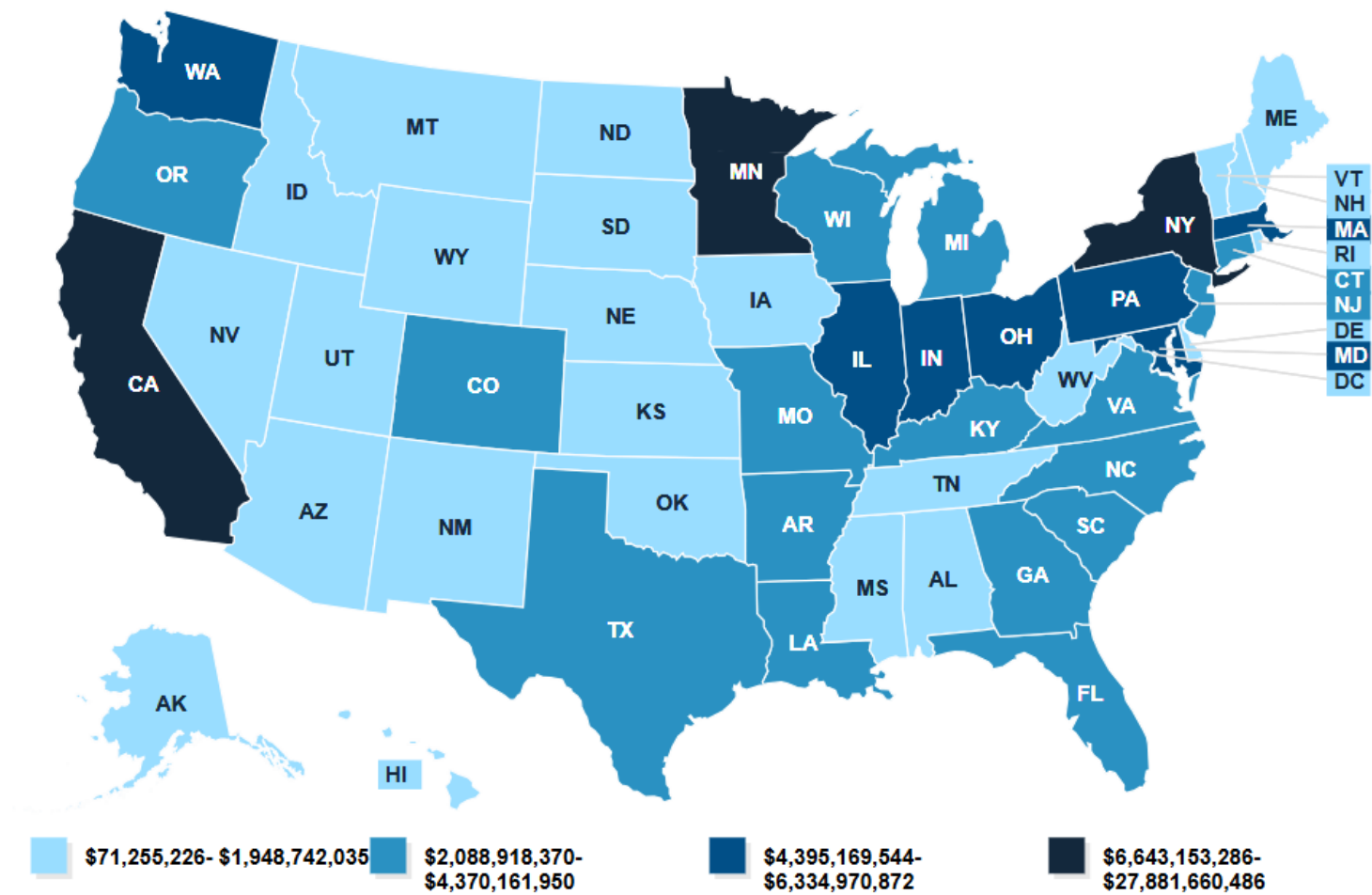


Care costs are
rising



Government is
taking notice

2023 Medicaid spend on LTC by state



- In 2023, the US Medicaid budget was \$536B
- Cost associated to LTC equated to \$164B (31%) of the budget
- Numbers like these largely drove the establishment of the WA Cares Fund
- Key states spending in FY23:

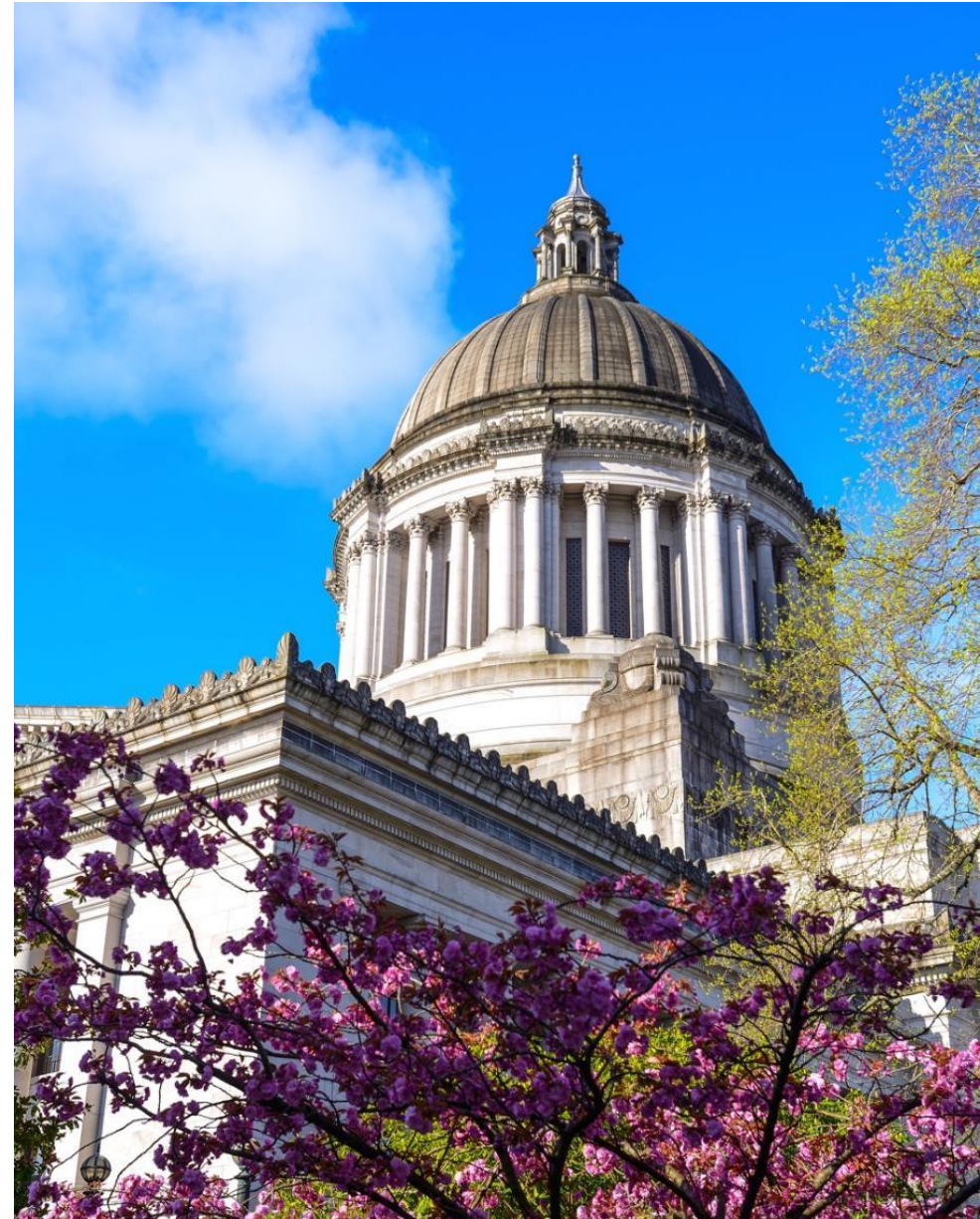
State	LTC Spend	% of budget
California	\$27.8B	23%
Connecticut	\$3.5B	33%
New York	\$17.8B	18%
Minnesota	\$6.6B	36%
Pennsylvania	\$5.2B	12%
Texas	\$4.3B	8%
Washington	\$5.8B	20%

*Distribution of Fee-for-Service Medicaid Spending on Long Term Care. KFF, 2023. *includes cost of nursing facilities, ICF-ID, & Home Health and Personal Care*

The WA Cares Fund

What is it?

- State long-term care benefit paid for by a payroll tax
- \$0.58/\$100 tax for all W-2 employees beginning January 1, 2022
- While positive to implement, state programs are still not a complete solution to battle the care crisis – **it's one piece of the puzzle**



2) Understanding the employer perspective

Understanding the employer perspective

What's in it for them?

- Employers also have a unique opportunity when it comes to offering LTC
- LTC benefits are their opportunity to:
 - Bridge the gap in existing health coverage
 - Promote financial wellness
 - Support their aging workforce
 - Improve productivity
 - Attract & retain talent
 - Show that they understand the realities employees face outside of work



Understanding the employer perspective

They may realize the need, it doesn't mean they're going to act

- When searching for benefits solutions, they are looking closely at:
 - **Cost containment** – *“How much is this going to cost?”*
 - **Vendor reputation** – *“Can we trust them to support our employees?”*
 - **HR involvement and timing** – *“Will it require big uplift from HR?”*
 - **Financial planning** – *“We already offer 401(k) and rich benefits, will employees value this offering?”*
 - **What you've shared** - *“Why don't we wait for legislation?”*

3) Take the conversation to the next level



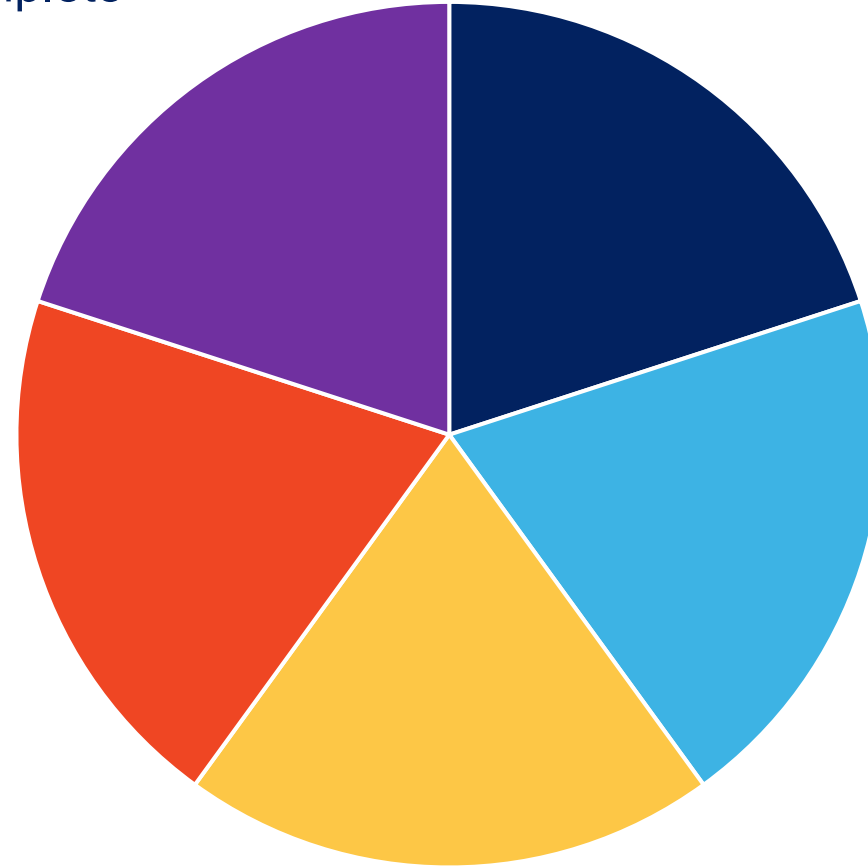
This is where the conversation gets fun!

Let's deep dive into a few ways to flip the conversation on its head, offer unique insights and expand the scope of the conversation

Next level LTC conversation: Financial planning

Retirement planning without LTC planning is incomplete

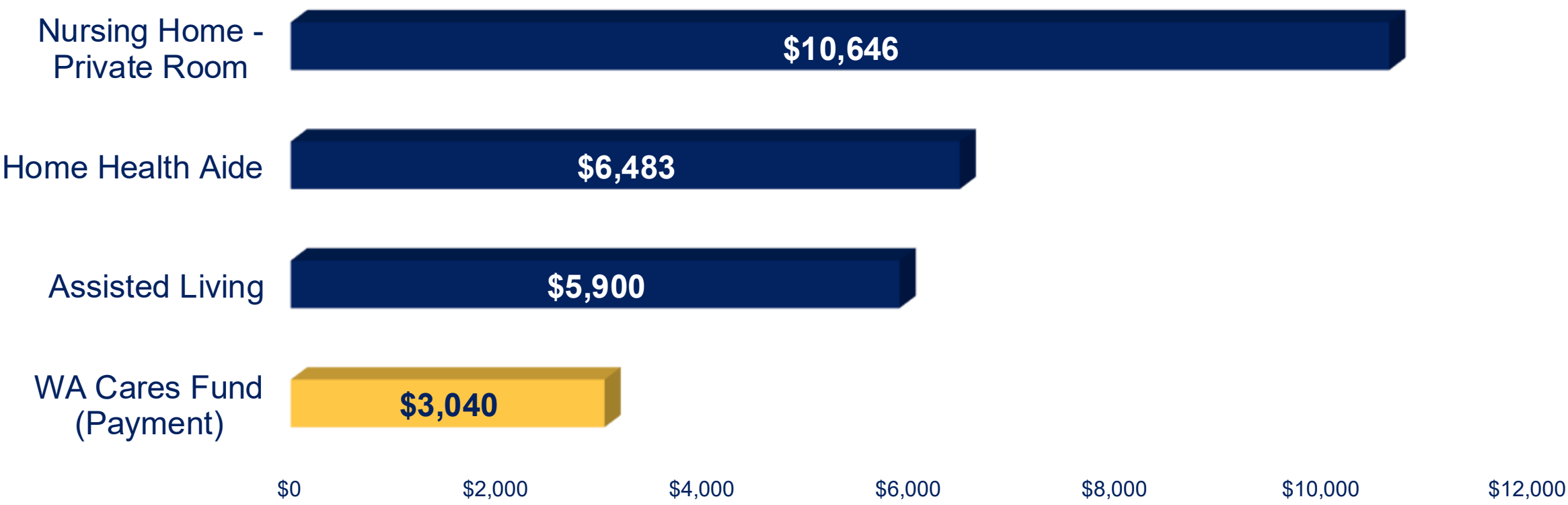
- 401(k)
- Social Security
- Personal Savings
- LTC benefits
- State Programs / Medicaid



There's no one-size-fits-all solution, but every piece is critical in being prepared for LTC

Next level LTC conversation: State programs in perspective

The WA Cares Fund vs. Median Monthly Costs/Payments

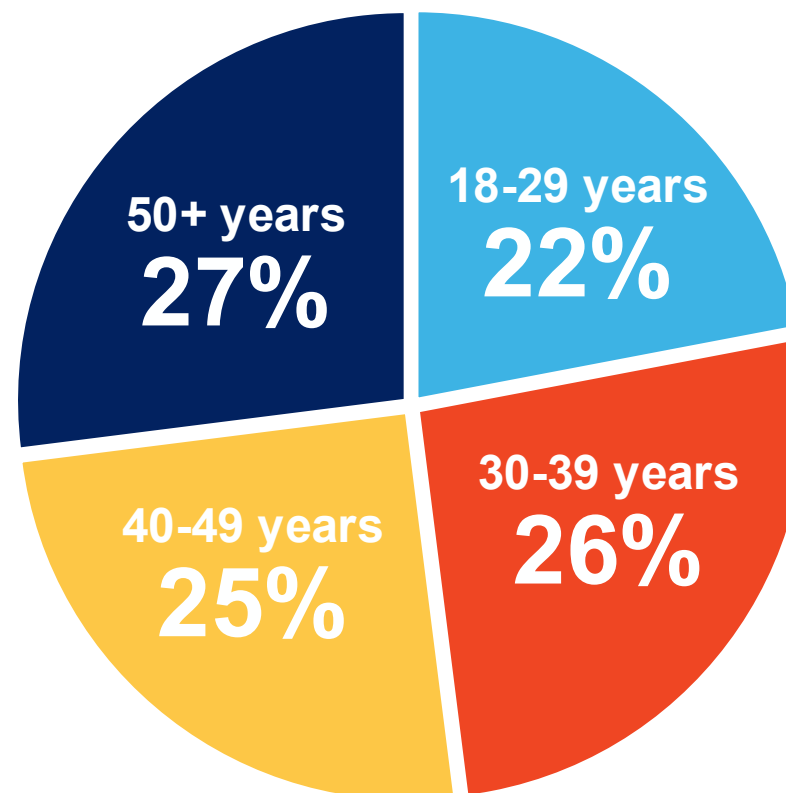


Source: Genworth Cost of Care Survey. 2024.

Next level LTC conversation: It appeals to all ages

No matter the demographics, there's a demand for life with long-term care coverage across all age groups

**Trustmark Universal Life
with long-term care
policyholders by age¹:**



¹ Trustmark Book of Business. 2024.

Next level LTC conversation: It's easy to administer

Technology:

- **Trustmark Enroll For Life™**
 - Self-service benefits enrollment platform
 - Helps engage employees, streamline administration, and boost benefits participation
- Also available:
 - Simplink, Selerix enrollments

Simplified billing:

- Flexible deduction dates
- Variable pay modes to meet employer needs
- Or bypass the billing completely for employers with ACH deductions
 - No payroll slot needed
 - No reconciliation or EDI feeds
 - Easy portability for employees

Next level LTC conversation: Cariloop®

Available on Universal Life, Trustmark Universal LifeEvents®, and Trustmark Life + Care®

- Cariloop's Caregiver Support Platform® helps policyholders and their families navigate care decisions with confidence
- Trustmark is the only carrier in the market offering caregiving benefits as part of its life with care solutions



Next level LTC conversation: Simplified enrollment communications

HR and administrative tasks — we make it easy

- Trustmark offers end-to-end solutions to address the issue of care with voluntary benefits
- This means billing, enrollment, employee communication, and technology are all ready-made to help you easily offer the protection your employees needs

NEW special benefits opportunity for Members of [Client name]!

Two-in-one protection: a long-term care solution included with permanent life insurance.

Only available [Date - Date, Year] – learn more and get signed up today.

See reverse for details.

Client Logo

Enroll here: [client.com to enroll](#)

Form Address (Printer/Client)
Street Address
City, State Zip/Cd

- Can pay benefits for up to 50 months of long-term care services, and the full death benefit remains even if benefits for long-term care are paid.
- No medical questions asked for members, up to certain benefit amounts.¹
- Lock in a rate now that won't increase due to age.
- Coverage available for spouse and children as well.

Products underwritten by Trustmark Insurance Company. Your policy will contain complete information. Trustmark and LifeEvents are registered trademarks of Trustmark Insurance Company. May be available on a guaranteed issue basis (some exceptions may apply).

Trustmark
benefits insurance company

Client Logo

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Enrollment communication

Trustmark Universal LifeEvents® Insurance with Long-Term Care Benefit

Two important coverages for when you need them the most.

Financial security even after a loss
Protecting your loved ones is one of life's greatest responsibilities. When a family loses someone, in addition to grief, survivors may suddenly be faced with costly expenses and debts, and even a loss of income. Universal LifeEvents can help.

Universal LifeEvents provides a higher death benefit during your working years, when your needs and responsibilities are the greatest. (See reverse for more on how Universal LifeEvents works.) You can choose a plan and benefit amount that provides the right protection for you.

Universal LifeEvents insurance can mean those left behind are still able to pursue their own dreams, and help ensure that the ending of one story won't stop the beginning of another.

Universal LifeEvents sample rates
Sample ranges of weekly rates for employees only; non-coverage coverage with long-term care benefit. Your exact rate may depend on additional factors selected by you and/or by your employer.

Age at Enrollment	\$25,000 Universal LifeEvents Annual Rate
30	From \$3.49 - \$4.59
40	From \$5.05 - \$6.71
50	From \$7.84 - \$10.71

Note: Your rate is "locked in" as your age at purchase! Once you have a policy, your rate will never increase due to age.

Here's how it works:
You can collect 4% of your Universal LifeEvents death benefit per month for up to 25 months to help pay for long-term care services.

Flexible features available:
4% If you collect a benefit for LTC, your full death benefit is still available for your beneficiaries, as much as desiring your benefit.
2x If you collect a benefit for LTC, your full death benefit is an acceleration of the death benefit and is not long-term care insurance (except in LA and UT, where the LTC benefit is long-term care insurance). It begins to pay after 90 days of continuous service, and to qualify you must meet conditions of eligibility for benefits. The LTC benefit provided by this policy may not cover all of the policyholder's LTC expenses. Pre-existing condition limitation may apply. Your policy will contain complete details. You should consult a financial advisor to determine if this long-term care benefit and the retirement benefit provided by this policy are right for you.

The LTC benefit is an acceleration of the death benefit and is not long-term care insurance (except in LA and UT, where the LTC benefit is long-term care insurance). It begins to pay after 90 days of continuous service, and to qualify you must meet conditions of eligibility for benefits. The LTC benefit provided by this policy may not cover all of the policyholder's LTC expenses. Pre-existing condition limitation may apply. Your policy will contain complete details. You should consult a financial advisor to determine if this long-term care benefit and the retirement benefit provided by this policy are right for you.

Life • Choice • Comfort • Confidence • Certainty

See reverse side for more information on Universal LifeEvents insurance from Trustmark Insurance Company.

Policy benefit summaries

Trustmark Enroll For Life

Simplifying enrollment by empowering employees

Offering best-in-class benefits protection doesn't have to be hard. For employers looking to simplify enrollment without sacrificing benefits education, Trustmark Voluntary Benefits' Enroll For Life platform is the key to offering industry-leading voluntary protection.

Enroll For Life: Designed to support your workforce
Enroll For Life is a self-service benefits enrollment platform that seeks at delivering Trustmark's permanent life with long-term solutions. It's designed to help employers boost benefits education, streamline administrative duties, and drive employee engagement.

Key features	Key results
Built-in platform for email, text, and voice messaging	Easily educate employees on their benefits to drive engagement
Mobile-friendly design	Enroll anytime, anywhere from a laptop, tablet, or mobile device
Live chat and call center support	Give employees the guidance they need without burdening HR resources
Built-in reporting and dashboards	Get easy insights into your enrollment's performance
Encrypted platform with two-step verification	Secure employee and employer data through a system you can trust

Enrollment made simple
Enroll For Life is built to maximize employee engagement by making enrollment simple. It leverages a proven enrollment methodology requiring each employee to make one of three simple choices in the system:

Opt in	Opt up	Opt out
To select the minimum coverage amount	To select a higher level of coverage	To decline coverage

Enrolling industry-leading voluntary protection just got easier.
Our team can show you how, with Enroll For Life.

Trustmark

4000 Field Drive
Lake Forest, Illinois 60055
TrustmarkVFL.com

Products underwritten by Trustmark Insurance Company and Trustmark Life Insurance Company of New York, Rated A (Excellent) for financial strength by A.M. Best.

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Technology solutions

Next level LTC conversation: You're bringing them the best

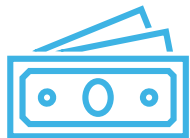
Employers trust Trustmark to provide LTC solutions for their employees



We've been in the space for over 30+ years



When Washington passed the Washington Cares Act in 2021, Trustmark was one of the industry leaders in helping brokers, enrollment firms, and employers manage the response to the new law



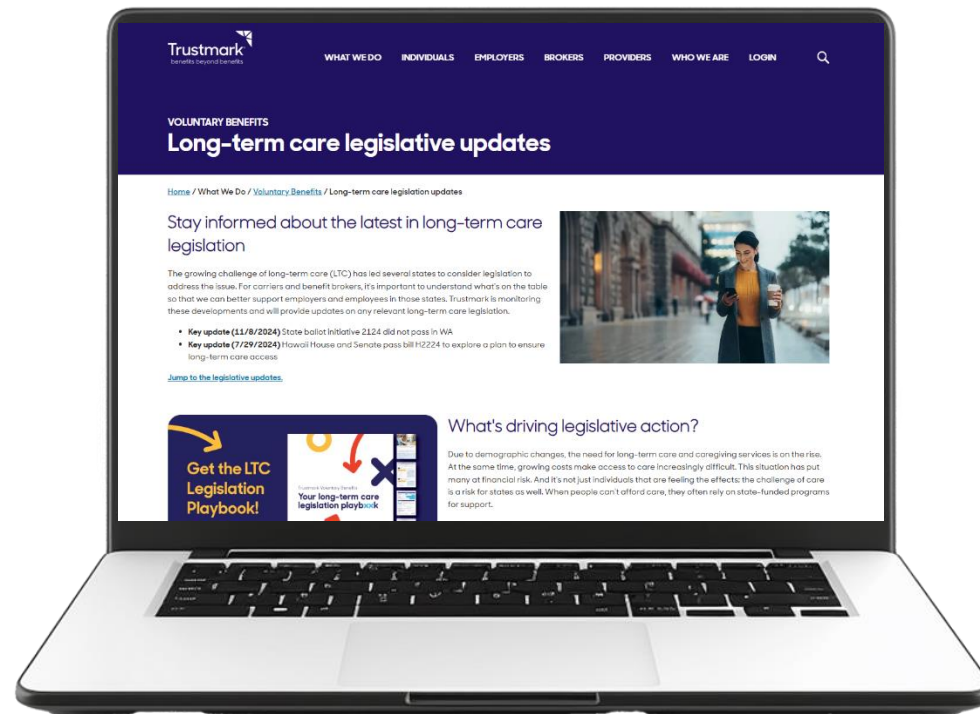
We've paid over $\frac{3}{4}$ of a billion dollars in claims

Rounding out your toolkit

Legislative updates

- WA State has already passed long-term care legislation
- Given the massive costs and the passage of legislation in WA, several other states are now exploring legislation:
 - CA
 - CT
 - HI
 - KY
 - MD
 - MA
 - MN
 - NY
 - OR
 - PA
 - VT

Legislation is not a solution to wait for, it's a warning sign that we need to act now!




Industry leadership - Trustmark LTC legislative updates

Want LTC talking points at your fingertips?

We've got you covered

Must-knows for kickstarting the LTC conversation – brochure



Educate & Empower:
Must-knows for kickstarting the long-term care conversation

A perfect storm of demographic shifts, policy changes, and economic realities has brought conversations about long-term care (LTC) front and center. And while these conversations might seem daunting to have with employers, they don't have to be. Understanding this rising challenge can help you kickstart LTC conversations to better support clients and their employees.


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AT02-4025 (4-23)

5 things every employer should know about LTC – brochure



Educate & Empower:
The 5 things every employer should know about the long-term care crisis

A perfect storm of demographic shifts, policy changes, and economic realities has brought conversations about long-term care (LTC) front and center. As the working population ages, more and more workers are beginning to face caregiving responsibilities that can lead to increased absenteeism and burnout, making LTC support systems a competitive necessity. Employers who address the rising care challenges proactively can improve productivity and retention while building a resilient, empathetic culture.

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AT02-4025-LTC Conversations brochure employee LTC flyer 4-23

Available for download

Available for download

Trustmark 

Launchpad



FUEL YOUR
VOLUNTARY BENEFITS SALES
WITH MARKETING

Website: www.trustmarkins.com/launchpad

Login: Your email

Password (case sensitive): TrustmarkVIP



Key takeaways

- Understanding the need for care solutions positions you as a guide, not a just a seller
- The employer has a just as unique an opportunity as you when it comes to offering care solutions
- We have the tools you need to have these discussion with confidence

These high-emotion, high-impact care discussions lead to stickier relationships, larger opportunities, and long-term growth in your business

Thank You

