



Trustmark Voluntary Benefits

Your long-term care legislation playbxxxk



The challenge: How do I help my clients navigate long-term care legislation?

We know that long-term care legislation can cause confusion, which can be a challenge for you and your clients. 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.

Not only was this a tremendously successful experience for Trustmark and our partners, but we learned a lot. Now, as other states consider legislation, we're sharing that experience with you.

With the passing of any legislation, Trustmark will be here to help support you and your customers. Not only are we sharing regular updates and resources to keep you in-the-know as legislation develops, but this guide can serve as a playbook should any legislation be passed in the future.

Trustmark's blueprint for success

Trustmark is with you every step of the way. Based on our experience and what we're seeing in the field, we've compiled a breakdown of key questions you're likely to face with long-term care legislation. We've also outlined Trustmark's recommended responses along with pre-scripted tools, resources, and events we have prepared and ready to roll out should any legislation pass.

Please note: We do not know what legislation will look like in other states – Trustmark will move quickly to supplement these tactics and provide the best possible experience for you and your clients. Also, we will not roll out this program for states where Trustmark products are not relevant to the state's plan.

Your long-term care legislation playbook: the questions and the answers

Here's a step-by-step guide to managing long-term care legislation - including resources from Trustmark you can use along the way. These resources include a long-term care legislation collateral kit that we'll release after we have the details on any applicable passed legislation. [Click here](#) to pre-register to receive the toolkit once legislation is passed.

Regardless of legislative action, one of the most important things you can do is have a conversation with employers about the need for long-term care solutions today. The underlying need for care is very much a risk to employees' financial wellbeing and one that needs to be addressed.



Phase 1:

A state is considering legislation - how do you stay informed?

Common employer challenges and likely questions

- Where is my state in terms of passing legislation?
- What are the next steps towards passing legislation?
- Where can I find documentation of my state's legislative activity?
- Why is my state considering legislation?
- What do I tell employers if their state isn't looking at long-term care legislation?

How you can win with Trustmark

- Our [long-term care legislation webpage](#) has the latest updates and documentation on proposed legislation. Bookmark it for future reference.
- We share the latest updates via social media, follow us to stay informed:
 - [Twitter](#)
 - [LinkedIn](#)
- Trustmark has prepared [a comprehensive white paper outlining the care challenge](#) and why states are considering legislation
- [Sign up](#) in advance to receive the Trustmark LTC legislation toolkit



Phase 2:

A state has just passed legislation - now what?

Common employer challenges and likely questions

- What's in the legislation?
- Is there a tax for my employees and can they opt out?
- If so, how do they opt out?
- What's the timeline for implementation of the tax?

How you can win with Trustmark

- Legislative updates are available via the [Trustmark long-term care legislation webpage](#). *(Bookmark for future reference)*
- As part of the collateral kit, Trustmark will release an overview of the legislation which will include analysis on the opt out qualification requirements. *(Available to co-brand for our partners)*



Phase 3:

An opt out is available and Trustmark is a solution – how do you present Trustmark?

Common employer challenges and likely questions

- Who is Trustmark?
- What does their solution look like?
- Why is a hybrid life and long-term care product worthwhile?
- Are you certain Trustmark's product meets the requirements for an opt out?
- How does Trustmark's plan compare to the state plan?
- Does Trustmark have experience handling these types of situations?

How you can win with Trustmark

- Access information about Trustmark and our products:
 - [Trustmark website](#)
 - [Trustmark marketing toolkit](#)
 - [Your Trustmark sales rep](#)
- Trustmark will release documentation to those who have registered for our toolkit, explaining how our coverage meets state requirements for opt out
- Trustmark will provide a side-by-side comparison of our policy with the state program
- Trustmark will provide a PowerPoint presentation outlining the legislation, Trustmark's solution, and next steps for employees –you can deliver this employer presentation on your own, or with a Trustmark representative



Phase 4:

An employer is interested – how do you move forward?

Common employer challenges and likely questions

- How will we communicate this to employees?
- What do we need to get started?
- Where can I learn more before moving forward?


How you can win with Trustmark

- Trustmark will conduct an educational webinar about the program and our solution within 3-4 weeks of any legislation being passed
- Trustmark will provide a scripted solution for educating and rolling out the program to employees
- Trustmark will provide information on how to quote a case in response to any applicable state long-term care legislation

You can access turnkey resources to help facilitate client conversations about state long-term care legislation and Trustmark's solution. [Sign up](#) in advance to get these co-branded for your business.

The State Long-term Care Tax

A solution for State employees



The challenge of long-term care is one that's been growing for years. Increasing costs of care and the growing number of people who need care are just a few factors behind the State's decision to take legislative action. With the passing of LTCF, employees and their partners in the insurance industry have made decisions on the best way to proceed.

New legislation can be difficult to manage, but we're here to help. Below is a summary of what's been passed and a look at how LTCF can provide alternative solutions with Trustmark Voluntary Benefits.


A breakdown of Long-Term-Care

High level summary: Loretta said she likes the voluntary autostrasse non parum quia con nesequit ut etiam aut passit ali odit exequat voluptas laborumtatem autem potuit quod que acceptis etiam sumamus.


Key points to know:

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Enrollment solution



Staying ahead of the long-term care crisis

Changing demographics, shrinking stand-alone long-term care insurance options and new legislation have all combined in what some are calling “the long-term care crisis.” Fortunately, Trustmark Voluntary Over-65 offers long-term care benefits combined with the insurance that’s a proven solution for employees and employers.

The impending crisis by the numbers

Changing demographics and the need

By 2030 there will be more people over age 65 than under 18.¹ Over 65 there will need long-term care.²

The cost of care

The median annual cost for a home health aide is \$65,000, with even higher costs for nursing home care.³

Shrinking stand-alone LTC options

While there were more than 120 companies selling LTC insurance at the turn of the 21st century, today fewer than 20 can be said to be meaningful number of policies.⁴

Why are hybrid solutions so appealing?

Hybrid/stand-alone care benefits combined with life insurance

- 100% of policyholders receive a benefit – either from the insurance or long-term care benefit
- Typically, more affordable, level premiums that don’t increase due to “age”
- Portable coverage – employees can take the same benefit with them wherever they go

Stand-alone long-term care insurance

- Only pays if long-term care is needed
- Typically higher cost and subject to premium increases
- May require medical underwriting


¹Projections are only for the combined population regarding the combined cost of health care and long-term care services under the federal premium policy

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Employer presentation materials




Trustmark
care is beyond skills

Trustmark Voluntary Benefits: Your solution for life and long-term care

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Get a look at the process for a rollout to your employers once legislation is passed:

Tools & Resources	Trustmark’s steps for long-term care legislation tools & resources timeline							
Weeks post-legislation	Weeks 1-2		Weeks 2-3				Week 4+	
Legislative website updates	State info/ updates							
Informational webinar						Live webinar	Webinar available on demand ➡	
Email education		Legislation announcements, webinar invites & reminders, collateral kit sign up						
Social media updates Connect with us on LinkedIn & Twitter: Trustmark Voluntary Benefits		Legislation announcements, webinar invites & reminders, collateral kit sign up						
Legislation collateral kit Comparison flyer – State plan vs. Trustmark plan Overview flyer- Trustmark’s solutions Powerpoint Presentation for client presentations covering state legislation and Trustmark’s solution					Legislation collateral kit deployed			

*This timeline is a best case scenario illustration and is subject to change based on legislation and resources.

Start preparing now

The legislation collateral kit will become available with the passing of any applicable legislation. If you want us to send the kit automatically when legislation passes, sign up below!

Register here

Don't be caught flat-footed – upon the passing of any state long-term care legislation, you'll get access to Trustmark's collateral kit to help you guide employers to a solution:

What you'll receive with the toolkit:

- An overview of the legislation
- A side-by-side comparison of the state plan and Trustmark's solution(s)
- A guide for rolling out the program to employees
- Quoting information
- A letter explaining our product's qualification for opt out
- A PowerPoint deck to support your conversations
- An invitation to Trustmark's education webinar on the legislation

Lead the way for your clients as they navigate new long-term care legislation.

Contact your local Trustmark Voluntary Benefits representative today for more information at trustmarkbenefits.com/contact-us.

OR

[Sign up](#) in advance to automatically receive the Trustmark legislation collateral kit when legislation is passed.

For broker use only