

CASH BENEFIT ALTERNATIVE



EASY TO DESCRIBE

EASY TO SELL

IN-DEMAND

FOR
MANY REASONS

CONTROL

Because “cash with no strings attached” is what people need first and foremost at the onset of a claim. When your clients need help, they want CONTROL not rigmarole! Cash provides it. If you start to explain the benefits of Cash, you will find a much more receptive prospect and you’ll close more LTC sales. Try it!

IMMEDIATE BENEFITS

Because people need benefits beginning with the first day of care, not after an elimination period.

- First Day Benefits, *automatically*
- Full Monthly check *regardless* of expenses incurred
- Spend the money any way you choose or put it in your pocket
- Premiums Waived, *immediately*
- Cash can continue *up to the maximum policy limit!*

USABLE COVERAGE

Because it’s the most important benefit and the first thing to look for in a LTC policy.

It’s a benefit that people are likely to use because it gives them the ability to stay home and be cared for by spouse, family and friends. With CASH-FIRST, premiums are waived immediately, and because your clients can collect cash benefits up to their maximum policy limit, benefits last longer than with traditional coverage.

BEATS THE COMPETITION...HANDS DOWN!

Because it’s the first place winner in a crowded field of insurance products.

ASSURED SOLUTIONS featuring CASH-FIRST is the premier product on the market today - the First Place, Blue Ribbon Winner. It’s a “hybrid” cash and traditional product - taking the best of both and making them better. Its unique design makes the product much more affordable than a 100% cash product. Compare feature by feature with any other product and you’ll agree that where the “rubber meets the road” - access to benefits, flexibility and affordability - nothing else compares.

CASH-FIRST is without a doubt the most important benefit and, therefore, the first thing one should look for in a long-term care policy. If it doesn’t have a first day cash benefit, don’t buy it. If you are a financial advisor, don’t sell it. United of Omaha has all the usual coverage for formal LTC services, but it’s the Cash Benefit that really separates it from the competition.

The importance of CASH-FIRST starts at the beginning of

The Four Stage Progression of Long-Term Care

STAGE ONE - Care Provided by Spouse, Family & Friends

In Stage 1, the Progression of Care begins with a family crisis at home due to a Chronically Ill family member.

This results in an immediate need for CASH to cover family travel, hotel, rental cars, missed work and other out-of-pocket expenses. Cash buys the time to explore options for caregiving and not make hurried decisions based on what care providers say a typical expense reimbursement LTCi policy might cover.

Note: The CASH-FIRST benefit best meets the requirements of Stage One because it pays spouse, family and friends of the policyholder who provide care First - with no restrictions. And, of course, it's tax free.

STAGE TWO - Formal Skilled and Unskilled Home Health Care

In Stage 2, the care needs of the patient become greater than the family can provide on their own. Assistance with basic activities of daily living, therapy, and medical needs must be provided by appropriate skilled professionals and trained caregivers.

United of Omaha's ASSURED SOLUTIONS PLUS policy meets the requirements of Stage 2 because it pays for home health care services provided through a licensed home health care agency. In fact, the policy can pay up to 300% of the maximum daily benefit for professional home services.

Note: If availability of services of a home care agency or licensure of the care providers are ever a problem, CASH-FIRST solves these problems because cash is paid with no strings attached!

STAGE THREE AND FOUR - Facility Care

In Stages 3 and 4, the care needs of the patient progress to the point that they are best served in some type of facility where trained help is available on a 24/7 basis. All LTC policies behave the same in these two areas.

In Stage 3, the typical family preference is a "home-like" assisted living setting where safety, meals, and housekeeping are provided.

In Stage 4, confinement in a nursing home is normally the last alternative coming near the end of a long-term care situation.

Note: In the event a facility does not meet the policy's requirements, the CASH-FIRST benefit can be used to pay for any type of care now, as well as paying for anything new that may come in the future. Remember that cash trumps all!

CASH-FIRST

A New Way of Looking at Disability Income and Long-Term Care

Q When is a Long-Term Care Insurance (LTCi) policy also a Disability Income (DI) policy?

A When it is has a CASH-FIRST plan design!

Have you ever sat down and really thought about the differences between a DI policy and a traditional LTCi policy? They are actually quite similar. One replaces lost income resulting from injury or illness; the other reimburses caregiving expenses when a disability is assessed to be a "chronic illness," meaning it is expected to last 90 days or more.

Q When would it make sense to have one policy that worked for both situations?

A A LTCi policy would be a better use of premium dollars than a DI policy when the client's occupation is one that could be handled from home with a computer, internet or telephone. By owning a United of Omaha LTCi policy with its unique CASH-FIRST benefit, a self-employed client would have income coverage for the most severe of disabilities - a Chronically Ill disability - while having the same premium dollars being used to get an early start on a long-term care insurance program.

Q What if the person recovers from a disability?

A After recovering from a younger age disability, full LTCi policy benefits can be restored with the optional Restoration of Benefits feature. In many cases, the decision to pay for an LTCi policy, rather than carry a DI policy, makes a lot of sense. Since CASH-FIRST benefits are available to be paid out up to the maximum lifetime benefit of the policy, agents are closing more LTCi sales as a result.

Q What's one of the greatest challenges to selling LTCi to younger people?

A Simply put, it's a state of denial. "It's not going to happen to me" or "this is for old people and I won't be old until forty years from now." They don't see the relevance TODAY and don't see themselves in a nursing home, EVER. As a result, often they don't intend to buy now or don't intend to buy ever.

Q What important role can the agent play?

A To be successful, an agent must be able to build the bridge between their client's perception, accompanying denial, and the actual reality; to help them understand their risk and the importance of doing something about it. Further still, doing it now rather than later. It's not an easy job. A CASH-FIRST plan design, explained correctly, will make your job easier and make your presentation more effective.

Q Is there a "sample sales track" I can follow?

A "The program I'm recommending to you Mr. Prospect, is a brand-new concept in long-term care plan design that is very unique. It will not only take care of your future long-term care needs, it will pay you a monthly check which can be used for any purpose and can help make up for lost income.

Suppose you're temporarily unable to work because of a serious injury. You can start collecting monthly cash benefits immediately, as long as you are deemed "chronically ill" which means you are unable to perform two activities of daily living for at least ninety days. These might include not being able to dress, bathe, or get in or out of bed without stand-by or hands-on assistance. Best of all, you control how the money is used. You don't have to incur actual caregiving or medical expenses to receive the full check each month."

CASH-FIRST Sells LTC Insurance!

Three GOLDENCARE USA agents reveal their success stories

T.S. - MINNESOTA

While field training a new agent, T. S. reported three situations where the CASH-FIRST benefit was the only reason prospects would consider listening to a presentation.

Prospect 1 - Woman (School teacher) Mid-fifties

She had looked at LTC coverage offered through her employer, as well as other offers and was convinced that LTC insurance was not for her. She was only interested in setting an appointment when T.S. mentioned the Cash benefit. He closed the sale.

Prospect 2 - Man, Age 53

Agent T.S. had tried to talk to his prospect about LTC insurance for many years. He was finally able to create interest by telling his prospect about “a big improvement in LTC insurance policy benefits” - the cash benefit. He told the prospect that “benefit can now be paid in cash without having to submit bills for approved care.” The policy was applied for with a select rate, and was issued within two weeks, with a preferred rate.

Prospect 3 - Woman, Age 72

She had previously expressed no interest in talking about LTC coverage. When told that the United of Omaha policy “would provide Cash that allowed her to design and pay for her care without having to be confined,” she agreed to an appointment that resulted in an LTC sale.

K.L. - ILLINOIS

Prospect - Man, Age 54

While delivering an annuity to a client who had previously expressed no interest in LTC insurance, K.L. took the time to inform his client that his firm was offering “a new LTC insurance policy that put the policy owner in control of how the Cash benefits would be spent.” After mentioning the Cash benefit, he became very interested in hearing more about the product. K.L. later presented the product and made the sale.

D.B. - WASHINGTON DC

D.B. was glad to share his recent experience where the CASH benefit made a significant difference in obtaining an interview, and subsequent sale.

Prospect - Married Couple, Ages 51 & 55

D.B. previously made a presentation for traditional LTC plan with a \$150 daily rate, 3-year benefit, and 5% compound inflation with a \$1600 premium. His clients were indecisive and would “let him know”.

A few weeks later, after having attended one of GOLDENCARE'S CASH-FIRST online training sessions, D.B. called back and told them “he had an LTC product with a unique Cash benefit he would like to discuss with them”. He told them “this benefit would provide them with much more control at claim time, and was exclusive to United of Omaha”. During the second presentation, D.B. made it clear that the Cash benefit option “provides the policy owner with all the power, and they could use the cash for anything they wished to use it for.” Because of the Cash benefit, an LTC sale was successfully completed, and for only about \$250 more in premium annually than he had originally quoted!

D.B. commented that both of these cases were issued as applied for, in a timely manner with no underwriting problems. He said he is convinced this product, with emphasis on the Cash benefit, is perfect when revisiting a previously unsuccessful LTC case.