A Distributors Perspective

- LTCI Partners, LLC - owned by New York based NFP Corp, the 4th largest U.S. based privately owned broker as ranked by Business Insurance.

- We've done enrollments of over 500 LTC plans at employers such as University of MN, State of Michigan employees, University of Chicago, SMU, FINRA, University of Iowa, United HealthCare.
1. Worksite – an ideal place to offer coverage

2. State variations can disrupt a market

3. Life-based LTC versus Health-based LTC
Keys to Distributing LTC Insurance through the worksite

- Nudge techniques critical

- Some underwriting concession during open enrollment period

- Force choice – decline coverage or learn more

- Default recommendation backed with ability to get customize
Difficult to distribute individual products at worksite 10 years ago.

E application adoption: 2014: E=apps 46% of business, 2017 YTD 67% E-apps

Inbound “content” based marketing and education

Remote and flexible workforce to assist enrollments

Customization at all size groups
Adopt NAIC taskforce recommendations

- Allow qualified withdrawals for LTCI purchase
- Allow for Health Savings Accounts without underlying high deductible plan in place to pay for premiums and care
- Remove 5% compound mandatory option

More carrier participation
State Variations

- California and New York product approvals
- Variations on products and applications
- Large investment to customize for each market
Confusion in marketplace for advisors and consumers

NAIC recommendation to allow cash values on health-based LTC products

Guaranteed versus non-guaranteed premiums