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

Technology drives advances

- 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

Needed to increase worksite planning

- 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

Life-based LTC Insurance Versus Health Based LTC Insurance

- Confusion in marketplace for advisors and consumers
- NAIC recommendation to allow cash values on health-based LTC products
- Guaranteed versus non-guaranteed premiums