



Your Life Could Change on a Dime

**And if it does,
we're here for you
& your family.**

MEDAmerica

An Excellus Company

MedAmerica Insurance Company

Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York

Home Office: Rochester, NY



Your Life

You have an active lifestyle...
sports, travel, hobbies



You cherish your family



*Your health can change at any time,
at any age, resulting in the need
for long term care*

- Automobile or Sporting Accident
- Brain Tumor, Stroke & Spinal Cord Injury
- Disabling Diseases – MS, Parkinson's Disease & Arthritis

What is Long Term Care?

- Long Term Care is the personal care you may need on an ongoing basis due to:
 - a disabling injury
 - chronic medical condition
 - effects of aging
- Long Term Care helps people with the essential Activities of Daily Living (ADLs) such as:
bathing, eating, dressing, continence, toileting, transferring

Long Term Care? *Me?*

“I have a 54 year-old sister who two years ago had a massive stroke and her whole right side is paralyzed. She is completely incontinent. Her 13-year-old son has to help her with bathrooming when no one else is there.”

Philip

Your Risk for Needing Long Term Care?

43%

of all individuals needing long term care services are under age 65.¹

1/3

of people having strokes are under the age of 65.²

¹ Adams, Tom, "Long term care insurance often misunderstood," Rochester Business Journal, September 29, 2006.

² "Stroke: Hope Through Research," National Institute of Neurological Disorders and Stroke, July 2004.



**We all have these
questions in the
back of our minds...**

Who will care for me?

How will my needs be met?

How will my life change?

Your Wishes?

- Live at home
- Maintain normalcy in your family
- Freedom from financial burdens
- No burden on family members/caregivers



Your Plan?



What's your plan to pay for your care?

- Health Insurance?
- Retirement Fund?
- Investments?
- Assets?
- Medicaid/Medicare?

Who pays for long term care expenses?

Health Insurance? No

“...the major medical health insurance you may have at work usually *will not pay* for long-term care.”³

Medicare? No

“You should not rely on Medicare to pay for your long-term care needs.”³

Medicaid? No

“Many people start paying for nursing home care out of their own funds and ‘spend down’ their financial resources until they are eligible for Medicaid. Medicaid may then pay part or all of their nursing home costs. You may have to spend down or use up most of your assets on your health care before Medicaid is able to help.”³

³ A Shopper’s Guide to Long-Term Care Insurance, NAIC, 2003



Retirement Fund?

Assets?




Most retirement portfolios are not adequate to fund long term care.

The Federal Long Term Care Insurance Program projects by 2030 annual costs will be:

Nursing Home: \$190,600 (semi-private)


Assisted Living: \$109,300

Home Care: \$ 68,000



Only 26% of adults in the U.S. think they have or will have saved enough money to finance their long term care needs.⁴

⁴ "Preparing for the Cost of Care as we Age," Wall Street Journal Online/Harris Interactive Personal Finance Poll, February 1, 2006.



What's your plan to maintain normalcy in your family?


- 78% of adults receiving long term care at home rely exclusively on unpaid assistance from family members, friends and volunteers.⁵

⁵ Thompson, Lee, "Long-Term Care: Support for Family Caregivers," Georgetown University Health Policy Institute Issue Brief, March 2004



Will your plan free you of financial burdens?

Will your income and assets support both your family's lifestyle and your care needs?



Is your plan to rely on your other Benefits?

- Health Insurance: pays for *some* short-term skilled care, but *doesn't pay* for custodial care/long term care.
- Disability Insurance: replaces a *portion* of the disabled person's income, which is needed to pay expenses (mortgage, utilities, food).



How much money would you need to maintain your lifestyle?

\$100,000?

\$200,000?

\$500,000?

\$1 million?





**Would you have to liquidate
your retirement assets to
fund your long term care?**





There's a solution.





**For less than a
monthly cable bill,^{*}**
you can have the security of a Cash
Benefit Account for your long term
care needs.

*Average monthly revenue per residential subscriber is \$79.65, Cable Futurecast, Kagan Research LLC, 2006



A Cash Benefit Account to use at your discretion when you become eligible for benefits.

- Maintain your lifestyle.
- Protect your family's assets.
- Freedom from the financial burden of long term care.



**Cash Benefit Account Pool of
Money Paid out in a Monthly
Cash Benefit**





You Just Send Me a Check?

Yes. Receive the monthly cash benefit from the Cash Benefit Account you selected for as long as you need care, up to the lifetime maximum of the Cash Benefit Account.

Use the money as you choose!

For the care you want, from whomever you want, where you want, anywhere in the world.



Yes, not only will you receive cash each month...

*you will receive your cash benefit **in advance!***

So you won't have to dip into your savings to pay for your services each month.



**Plus, you will have the security
of MedAmerica's
CareDirections Family Advice
& Advocacy Program[®]**



Complimentary support service to help families maintain normalcy during a long term care crisis

- Personal Care Advisor Support
- Nationwide Provider Selection & Discount Service
- Caregiver Support Services
- Exclusive Web Site
- ScriptSave Prescription Discount



Simplicityⁱⁱ_{SM}

Simplicityⁱⁱ_{SM}

- **Cash Benefit Account** – You know today what your monthly cash benefit will be, so you can plan your financial future.
- **Guaranteed Benefits** – You're an adult, use your monthly benefit as you choose. No approval from the insurance company required. Whatever care is necessary in the future, you're free to use the cash as you choose!

The Process is Simple!

- Choose your Cash Benefit Account and monthly cash benefit.
- Choose the length of time before the payments start.
- Decide how you want the cash benefits to grow.



The Monthly Cash Benefit covers care in the Community or in a Facility.

Base your monthly cash benefit on how much you will need to live *in your community, in your own home.*



**You may choose to boost
your facility Monthly Cash
Benefit by purchasing an
enhanced facility benefit.**



How to Apply for Coverage

- Review informational material
- Schedule personal consultation
- Call with questions