**Key Talking Points**

* Consumers are living longer and are more likely to need some sort of long-term care
* Typical LTC policies
  + Use it or lose it – if you don’t get sick, you don’t benefit from the policy
  + Long-term care costs are rising along with average medical care expenses
  + Tend to use the reimbursement model providing funds only for expenses incurred
* Chronic illness rider:
  + A “chronic” condition no longer needs be considered “life-long” in order to be eligible
  + Indemnity model – no receipts required (benefits paid irrespective of actual costs incurred)
  + Client knows the monthly benefit they can get when they go on claim
  + The qualifying illness or conditions affect the ability to perform simple tasks like eating or dressing without assistance or they may also involve severe cognitive impairment that necessitates substantial supervision such as Alzheimer’s disease.