

**The Robots Are Coming:
Now What?**

Las Vegas, Nevada
March 20, 2018



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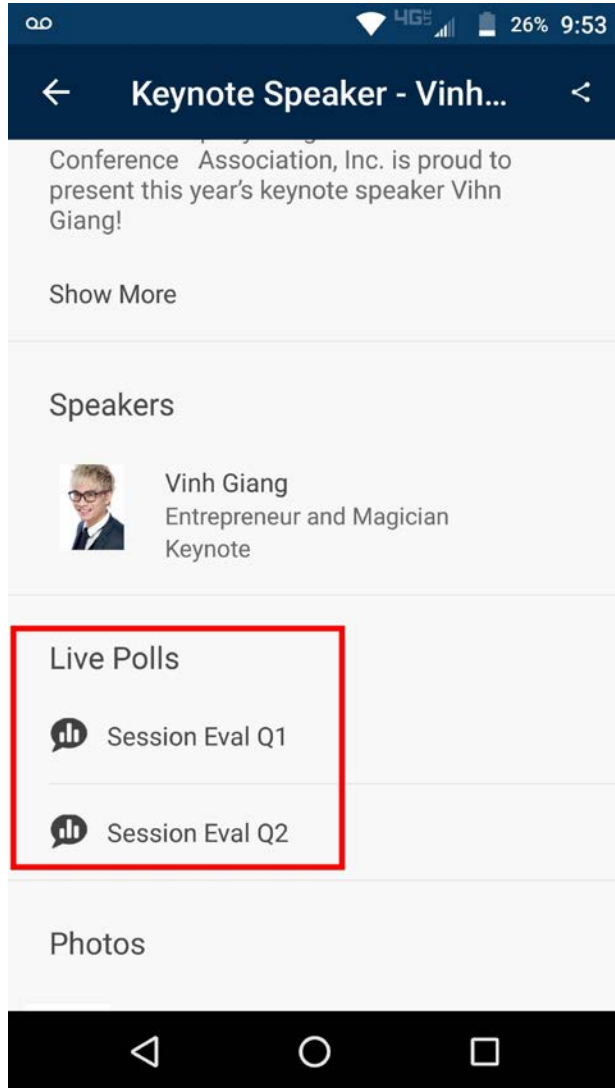
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Session Survey Instructions



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- Introduction
- Technology Updates
- Technology and the Customer Journey
- Resetting the Context
- Questions and Discussion



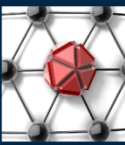
Moderator

- Laura Moore,
Chief Commercial Officer, TriPlus Services

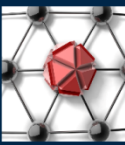
Panelists

- Jeremy Pincus, PhD.,
VP, Research & Strategy, Isobar
- Shannon Perschy, LICSW,
Director, Customer Integration, John Hancock
- Deb Mitra,
SVP, Business Strategy & New Ventures, Genworth



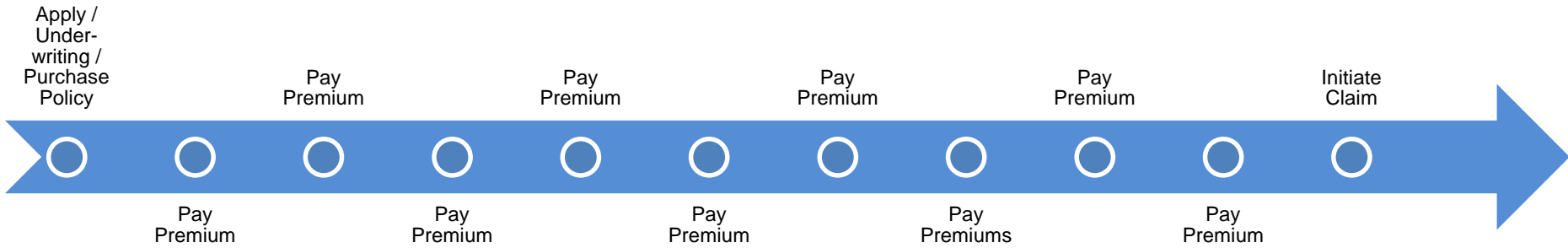


Technology Updates

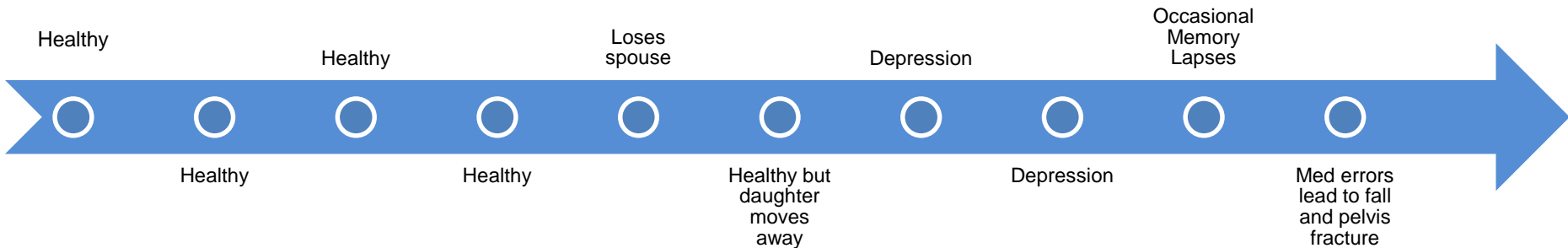


How could technology help enhance the life cycle of customer relationships with their Long-Term Insurance carrier beyond the current touch-points?

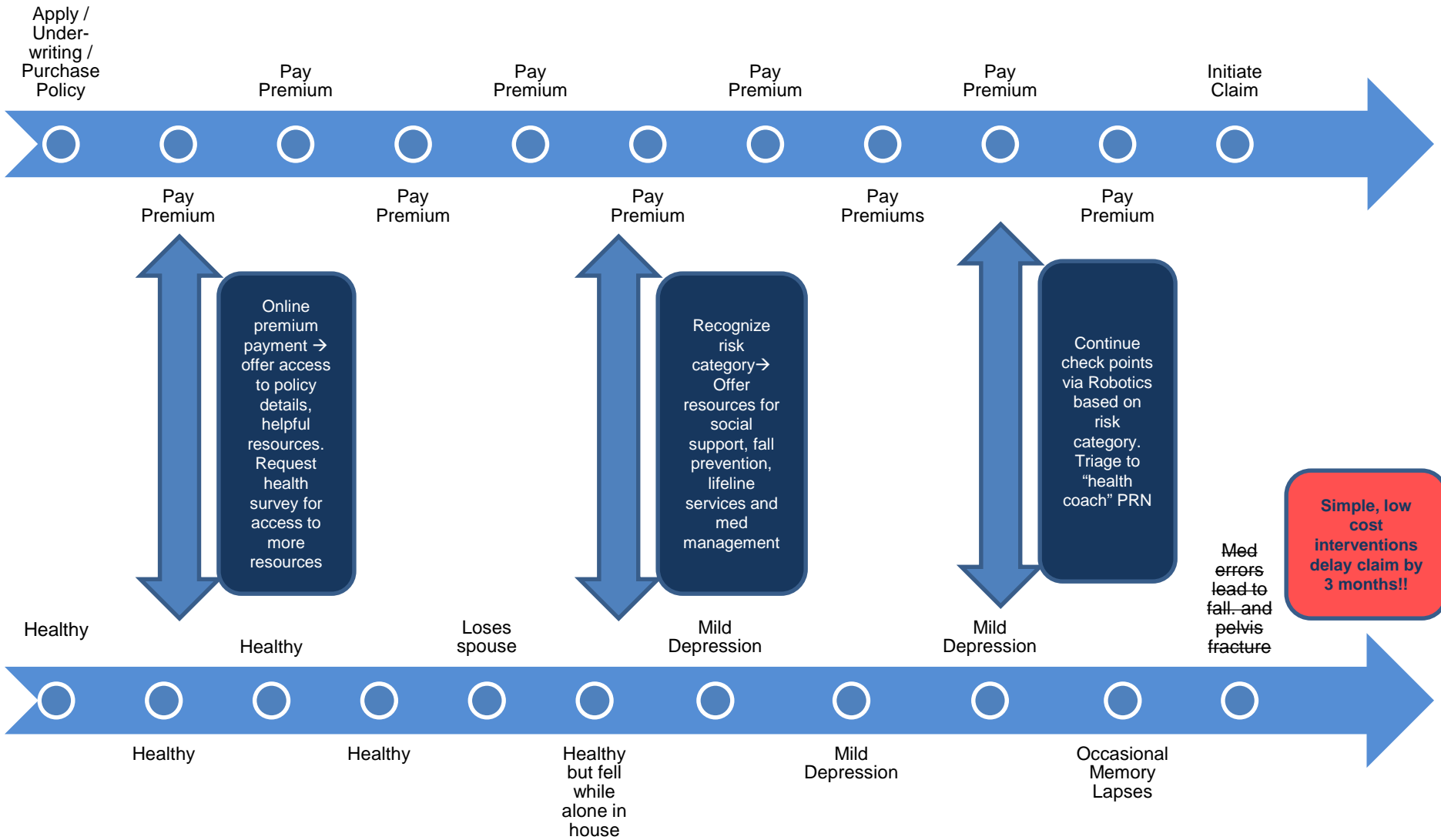
Today there are separate journeys

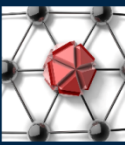


Customer Journey with Insurance Carrier Vs Customer Aging Journey



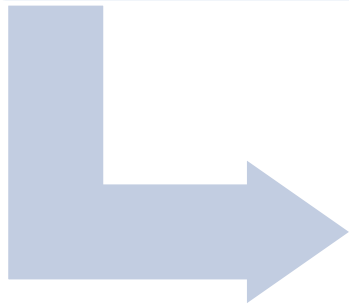
Using technology to bring journeys in sync



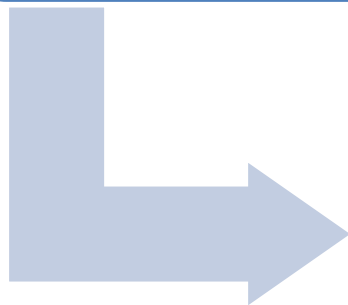


How does the social well-being of our policyholders impact:

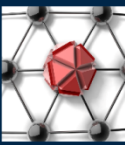
Their quality of life?



Their likelihood to claim?



The underlying financials of the LTC Plan?

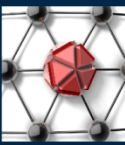


Does enhancing our relationship with our policyholders help bend the claim curve?

SEVERITY?

FREQUENCY?

DURATION?



What are the actions and considerations within the regulatory, contractual, and claims process categories to translate these from concepts to practical implementation?

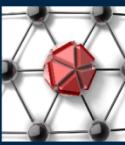


**Rising Number of Seniors →
Greater Need For Caregivers**

**Caregiver Shortage
... Formal & Informal**

**Shifting Consumer Attitudes
... Aging In Place, Technology**

**Leveraging technology can
provide consumer value
and help in bending the
cost curve**



Typical Items in a Plan of Care

● **Supervision Needs**
e.g. Medication Management



● **Stand-by Assistance**
e.g. Fall Prevention



● **Hands-on Assistance**
e.g. Transferring





Consumer Protection

- State Rebating rules generally limit the ability to offer customers non-contractual benefits (things of value)

Federal Tax Rules

- Access to benefits prior to eligibility jeopardizes tax benefits of the policy
- Cash or items that can be readily converted to cash may also be problematic

Discrimination Rules

- Same offer to policyholders with same situation

Privacy and marketing rules

- Limit (with some exceptions) the sharing or use of customer information without an authorization.



Program cannot be perceived by customers as:

- Avenue to cross-sell other policies/services
- Intrusion of their privacy

Consumers attitudes / concerns relative to data privacy & usage

- Possible perception that there will be benefit limitations based on results

Legal / litigation risks

- Policyholders blaming Insurers for any potential issues with third party technology / service provider

Aligning Provider and Insurer interests

- What are common interests? Common goals?

Potential Ways To Cover Technology In Today's LTCi



**Equipment
Benefit**



**Home Modification
Benefits**



**Alternate
Plan of Care**



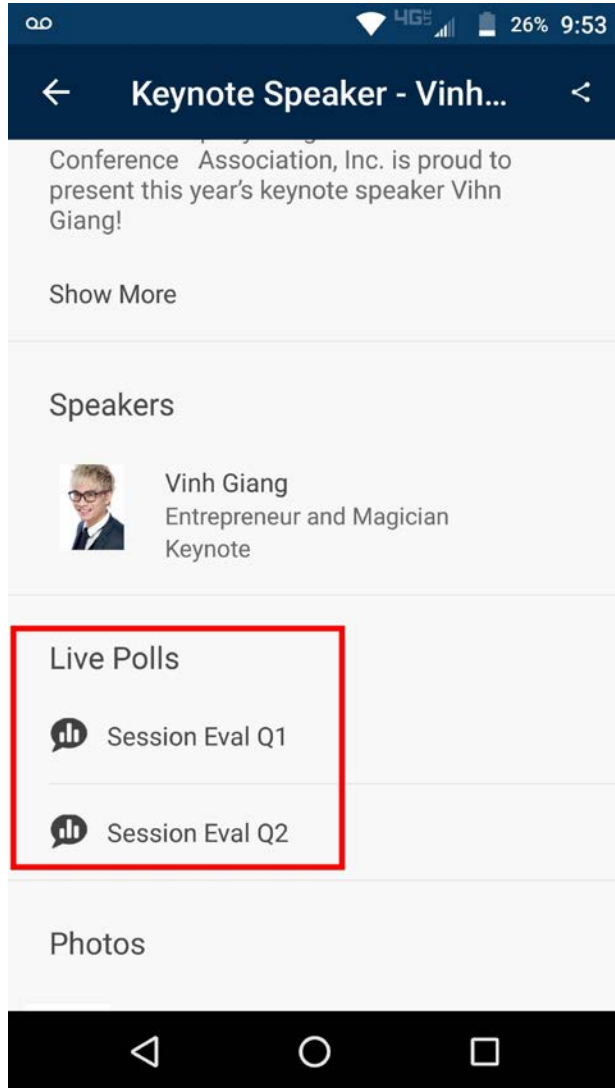
**Existing Policies'
Endorsement**



- Revisit value of **Tax Qualification**
- Using a broader definition of “**Alternate Plan of Care**”
- Does Hands-on Care necessarily need to be *Human* Hands-on Care?
- Expand 3rd Party Designee concept from notifier to **engaged partners**
- Ways to leverage technology to **fill in the gaps** instead of the core

**LTCi Industry + Regulator Collaboration Needed
To Identify Ways To Implement Incremental Changes
+ Discuss Broader Paradigm Shift**

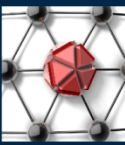
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QUESTIONS?