

Marketing & Distribution

“Leading Through Change”

James Kerley, LLIF

*Chief Membership Officer
LIMRA and LOMA*

Denise Gott

*Chairman and CEO
ACSIA Partners*

Nathan Sanow

*Business Development Manager
MasterCare America*

Moderator: **Terry Truesdell**

*President/CEO
National LTC Network*



17th Annual Intercompany Long Term Care Insurance Conference



James Kerley, LLIF

*Chief Membership Officer
LIMRA and LOMA*

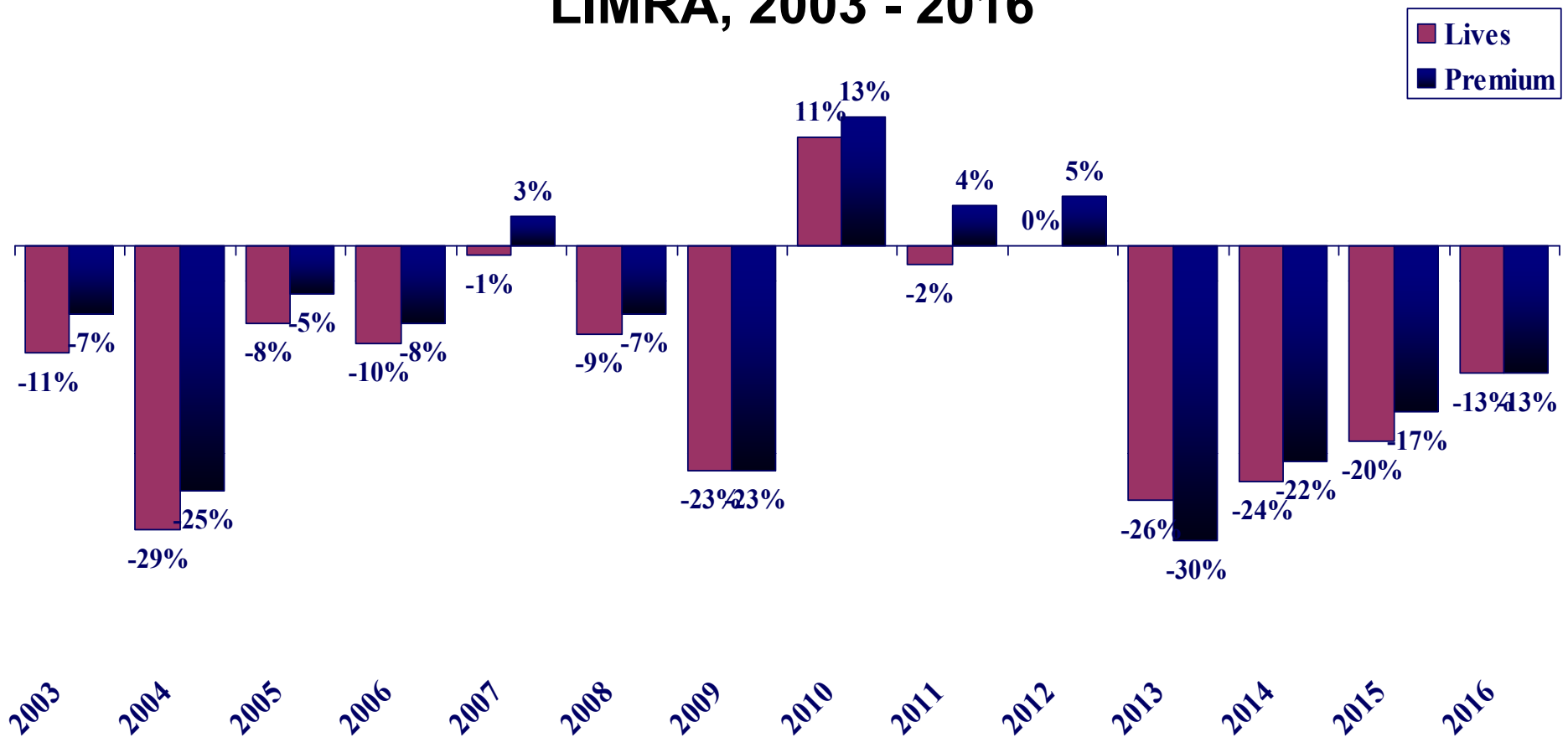


Trends in Individual Long-Term Care Insurance

Trends in Individual Long-Term Care Insurance



Change in Lives & New Premium LIMRA, 2003 - 2016



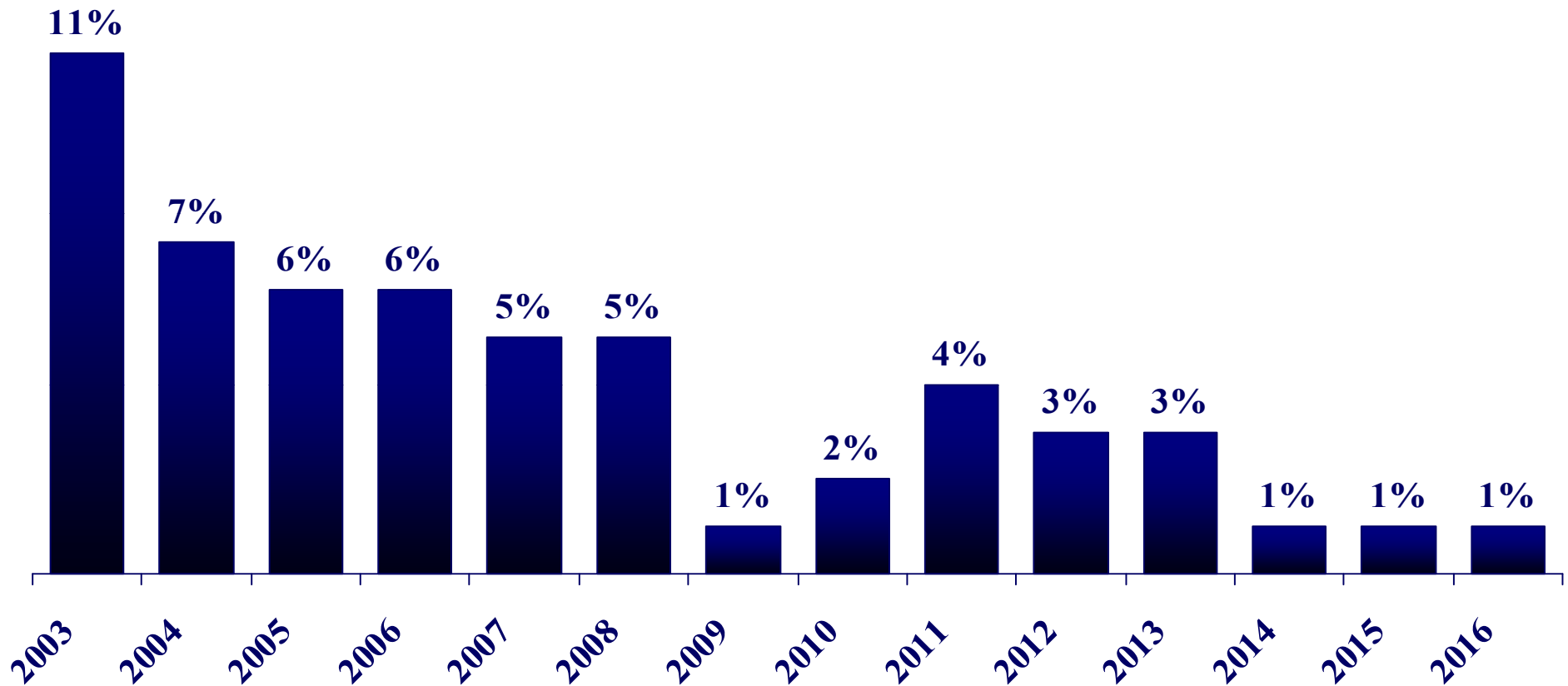
Source: LIMRA, *Long-Term Care Insurance Sales and In-Force Survey*, ongoing



Trends in Individual Long-Term Care Insurance



Change in Total Premium LIMRA, 2003 - 2016



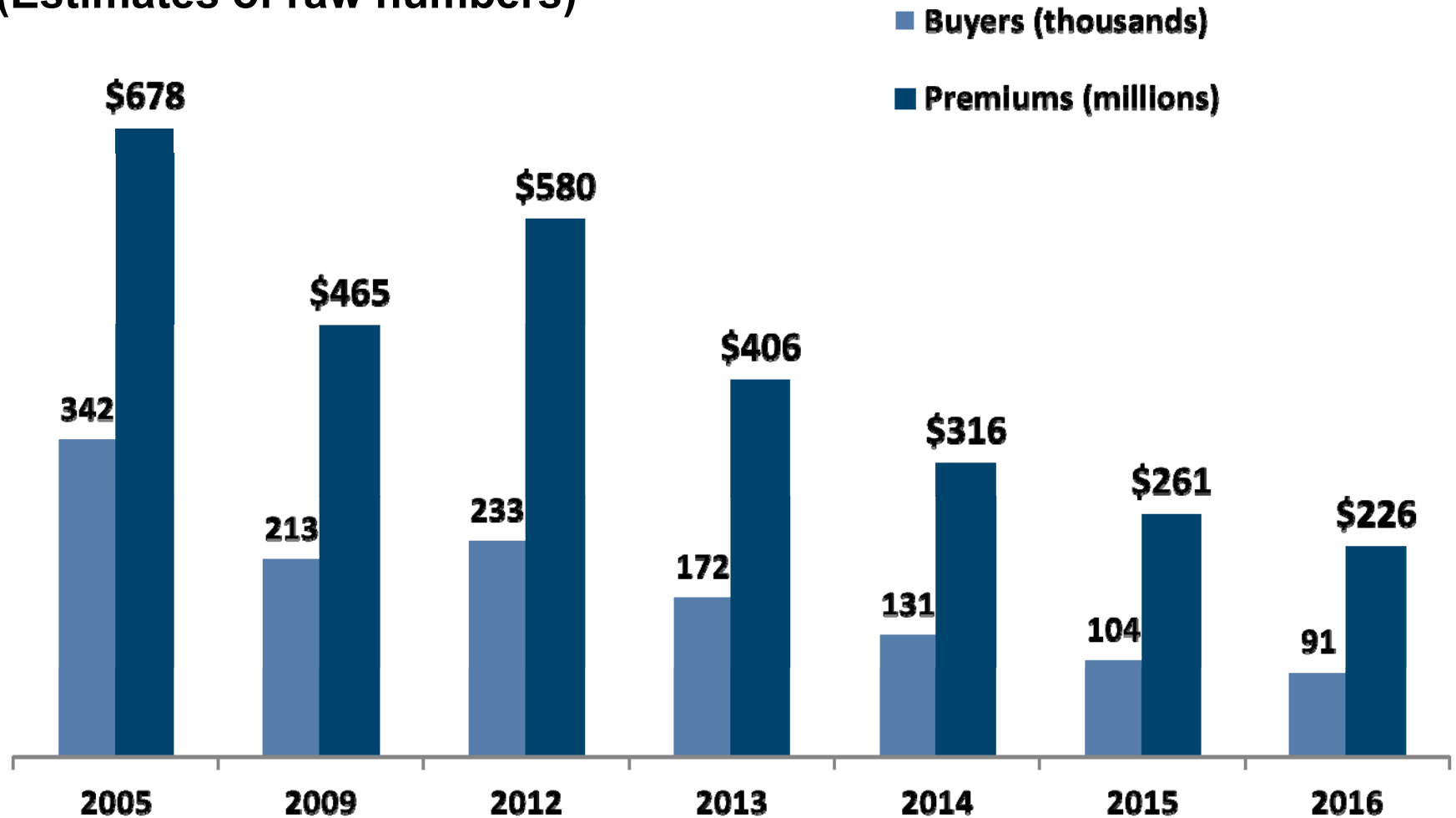
Source: LIMRA, *Long-Term Care Insurance Sales and In-Force Survey*, ongoing



Individual LTCI Sales Trends



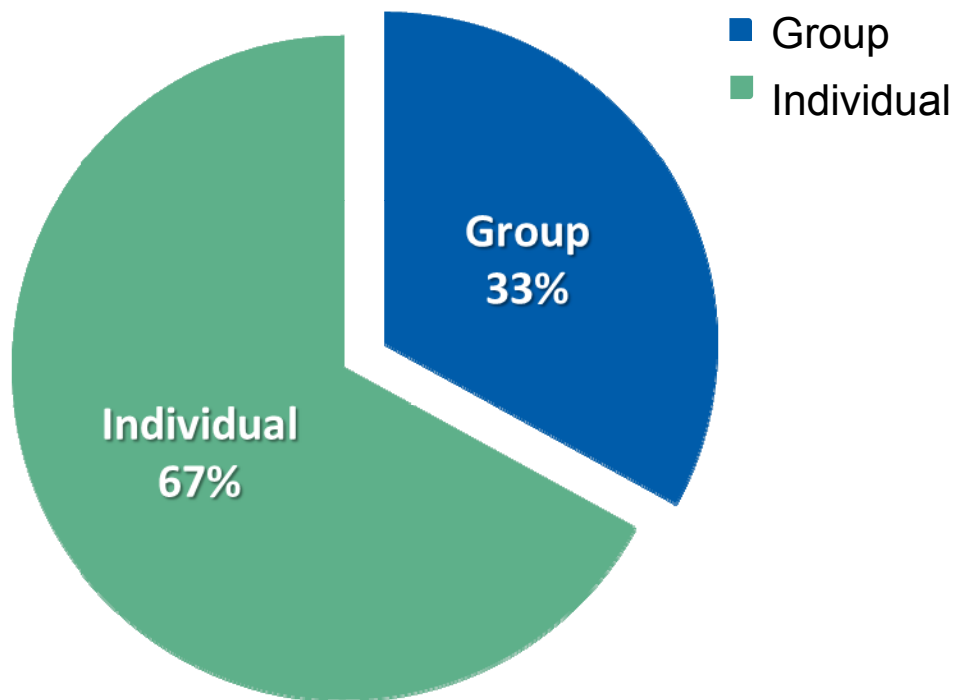
(Estimates of raw numbers)



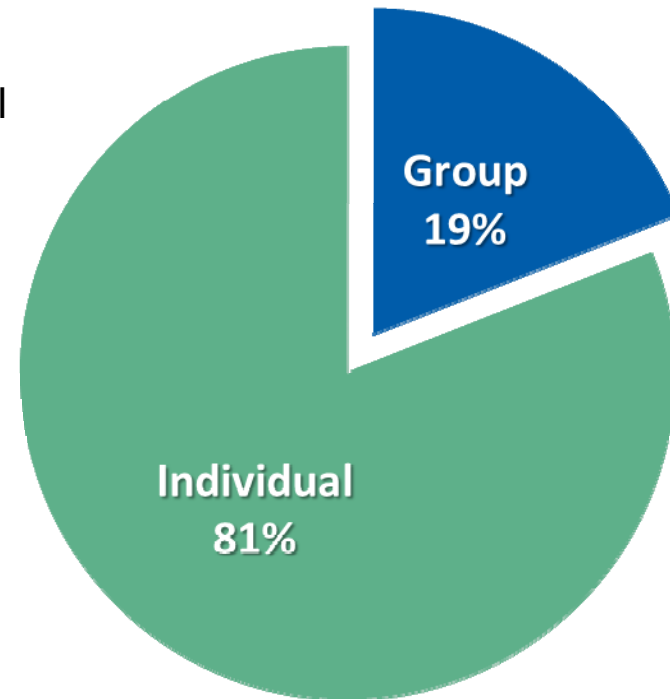
Source: LIMRA, *Long-Term Care Insurance Sales and In-Force Survey*, ongoing



2015 LTC In-Force



**Approximately
7.20M Insureds**

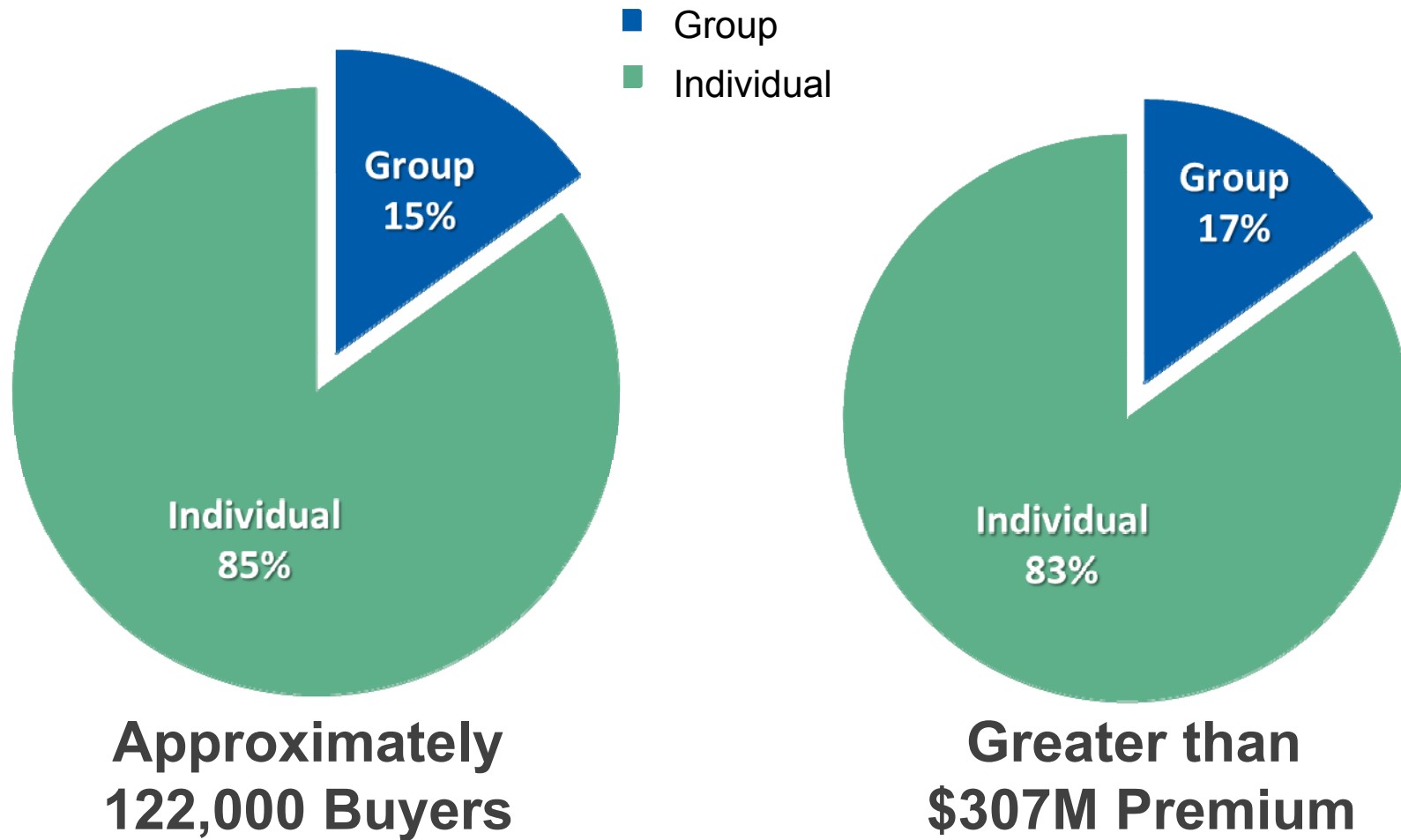


**Approximately
\$12.4B Premium**

Source: LIMRA, *Long-Term Care Market at a Glance: 2015, 2016*



2015 LTCI New Business



Source: LIMRA, *Long-Term Care Market at a Glance: 2015, 2016*



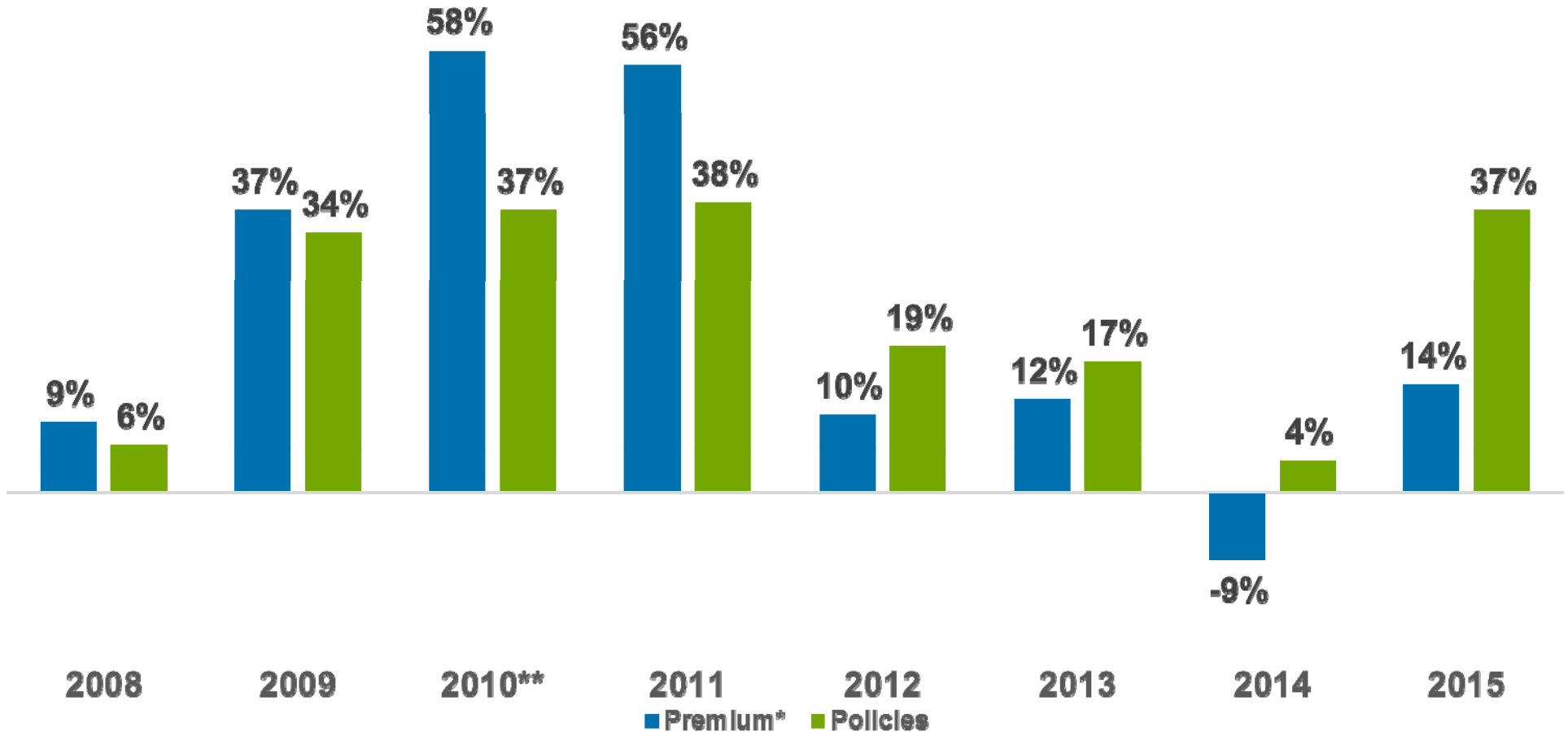


U.S. Life - LTC Combination Product Trends

Life/LTC Sales Trends



Growth Rates vs. Prior Year



* Premium growth is based on Total Premium (Recurring + Single Premium) ** 2010 First year to include Life-Chronic Illness riders.

Source: LIMRA's Individual Life-Combination Sales Survey

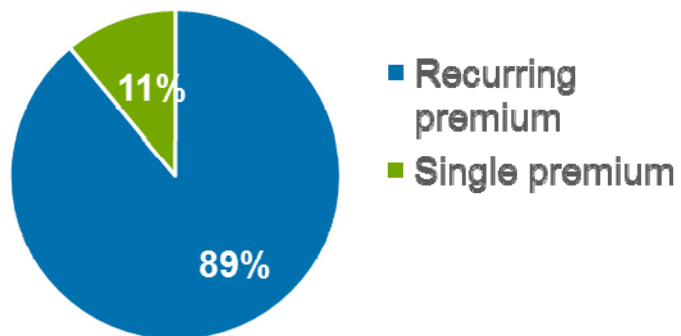


Life-LTC Combination Products

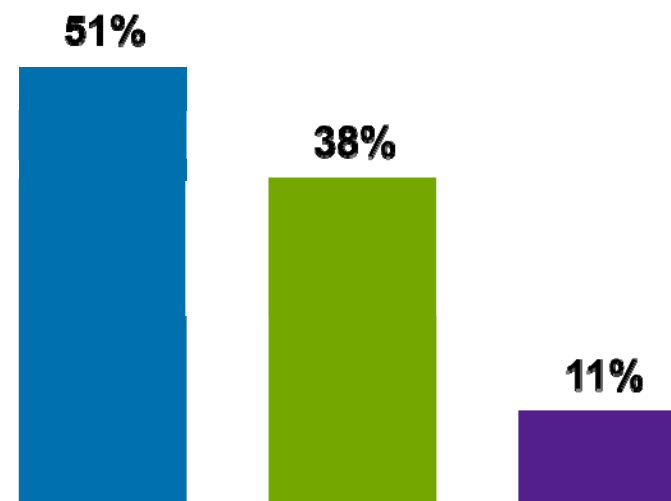
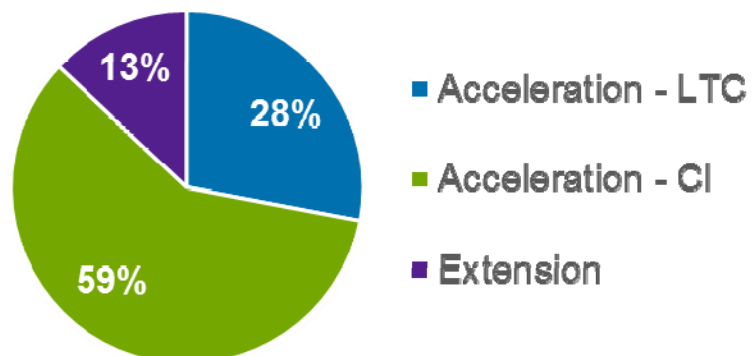
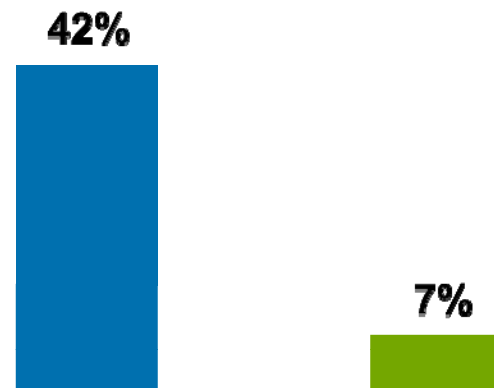
New Policy Market Share and Growth



Market Share



Growth Rates



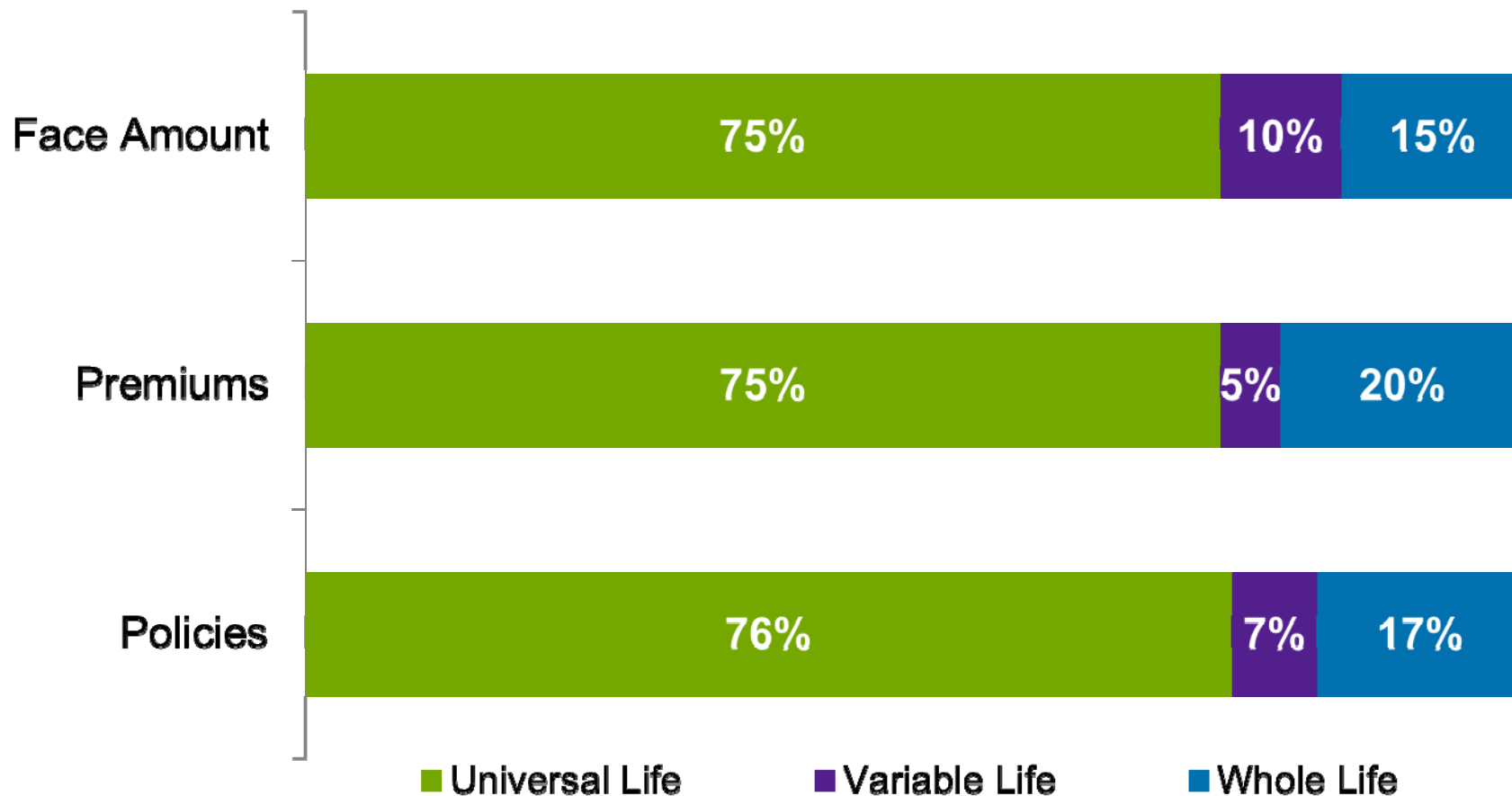
Source: LIMRA's Individual Life-Combination Sales Survey

Life-LTC Combination Products

Sales Market Share by Product



Market Share by Product



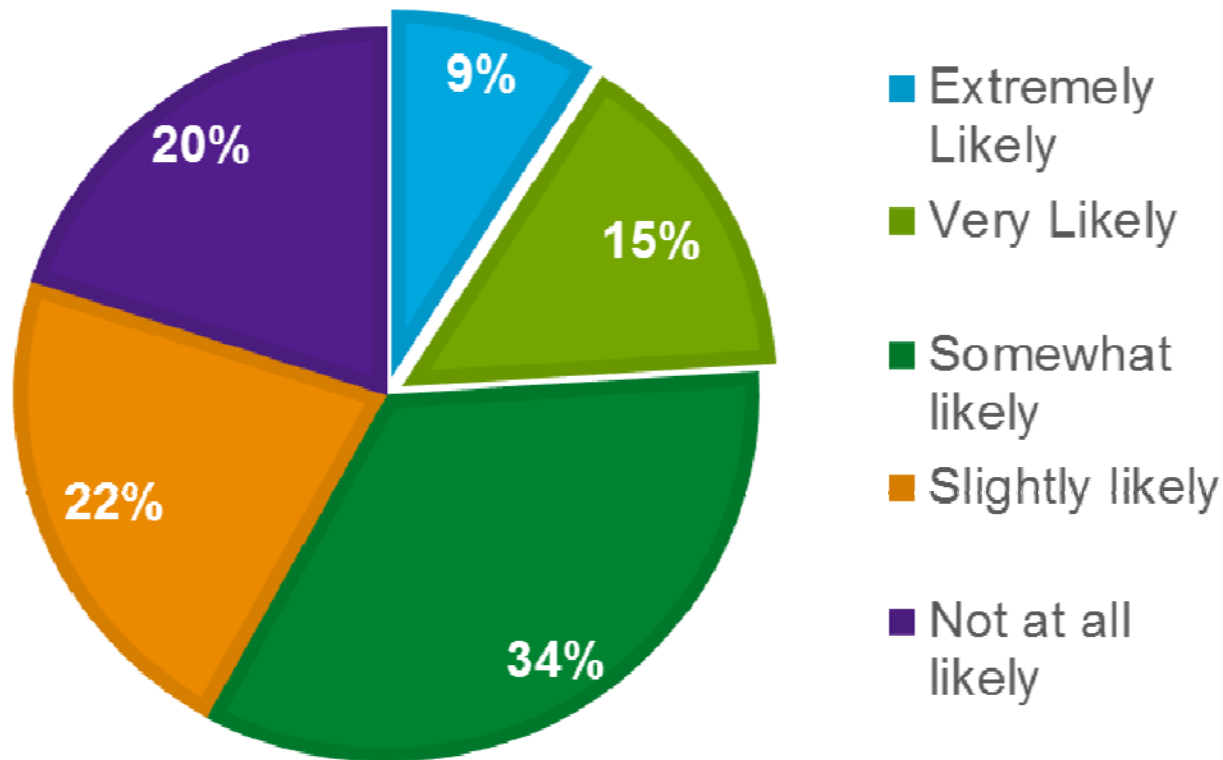
Source: LIMRA's Individual Life-Combination Sales Survey



Consumer Views of Life-LTC Combination Products



LIKELIHOOD OF CHOOSING COMBINATION PRODUCT



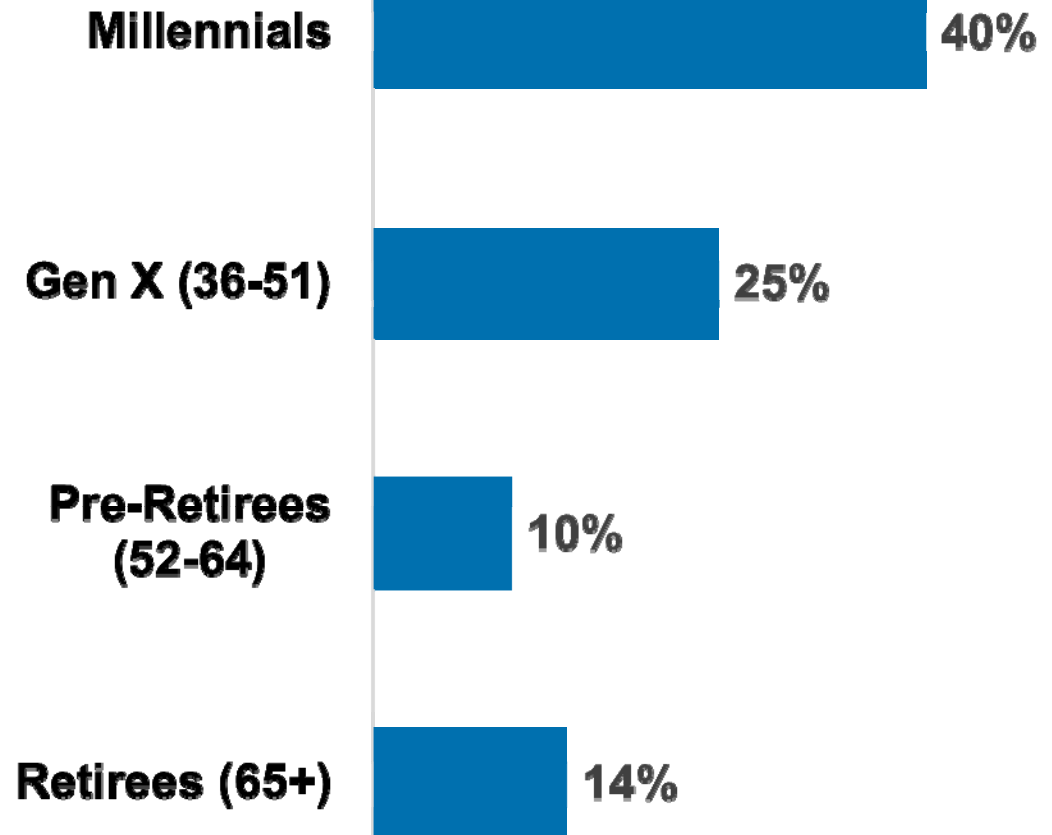
Source: 2016 Insurance Barometer Study, LIFE HAPPENS and LIMRA

Interest in a Combo Product



24%

Very or extremely likely to choose a combination product if they were purchasing life insurance



Source: 2016 Insurance Barometer Study, LIFE HAPPENS and LIMRA



Reasons Interested in Combo Product



Benefits will be paid, even if I don't incur long-term care expenses **36%**

Would be a more economical use of my current assets **36%**

Concerned long-term care costs may deplete or exceed my savings **35%**

Long-term care insurance (on its own) is too expensive **29%**

Can't afford two separate policies (life and long-term care) **28%**



Source: 2016 Insurance Barometer Study, LIFE HAPPENS and LIMRA

Reasons NOT Interested in Combo Product



It is too expensive 45%

I can't afford it 38%

Don't need long-term care insurance 17%

The product is too complicated 14%

Wouldn't want to reduce my life insurance benefit 12%





Nathan Sanow

*Business Development Manager
MasterCare America*

What can I change?



The Customer



Know your customer



- What do they want?
 - Help them get it
- What do they like to do?
 - Help them do it
- How do they want to buy?
 - Help them in the way they want
- Make the complex, simple
 - How much, how soon, how long



The Sale





- Go where your customers are
 - Online, Centers of Influence, Social
- Meet on their terms
 - Online, in-person, over the phone
- Make them feel great
- What is your buying experience?





Teala Dunn





- **LinkedIn**

- New Rolodex, Referrals
- LinkedIn Members wealthier than any other social network

- **Email Marketing**

- Single biggest ROI marketing platform
- 40 character subject line or less ideal
- Personalize
- Calls to Action should be clear and a high and low engagement option



- **Mobile optimized website**
 - Google yourself, your buyers do
 - Website reflects you, do you like the picture?
 - “Borrow” ideas from other sites
 - Strong Clear Call to Action



Morgan Stanley





Denise Gott

*Chairman and CEO
ACSIA Partners*



- **Ability to see differently, think differently, lead differently**
- **Remaining relevant**
- **Distributors must be open to change & recognize opportunity**
 - Lead generation
 - New training
 - Alternative products



- **Developing Existing Clients**
 - Referrals
 - Cross Selling
 - Staying in touch
- **Working with Competitors**
 - Sharing ideas
 - Joint venture opportunities



Questions?