

Marketing & Distribution

 OliverWyman



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WHO IS SELLING WHAT? TO WHOM, HOW AND WHY?

2020 Long-term care planning survey results

Survey Participants

Over 600 agents/advisors participated in the survey

32%

Of participants learned about our survey through their long-term care insurance brokerage general agent or distributor

32%

Of participants did so by responding to emails we sent to licensed life and health insurance agents

9%

Of respondents heard about our survey through professional organizations that helped promote the survey

27%

Of respondents learned of our survey through various other word-of-mouth methods

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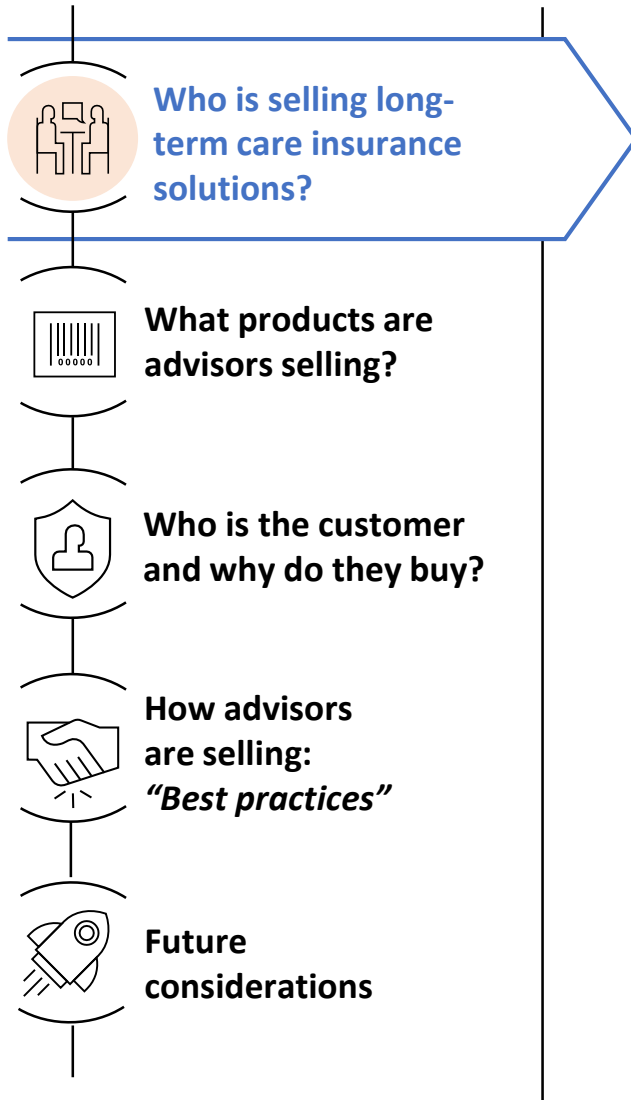
Thank You

Staff from the following companies assisted in developing the survey questions and making financial advisors aware of the survey:

- Art Jetter & Company
- Borden Hamman
- Broker World Magazine
- Center for Long-Term Care Reform
- CPS Horizon Financial
- John Hancock
- Lincoln Financial Group
- LTCI Partners
- Long-Term Care Resources (“LTCR”)
- MasterCare America
- Mutual of Omaha
- National Alliance of Insurance Agencies, Inc
- National Association of Insurance and Financial Advisors (“NAIFA”)
- National Association of Independent Life Brokerage Agencies (“NAILBA”)
- NAILBA Perspectives Magazine
- National Brokerage Agencies
- National Long-Term Care Network
- Nationwide
- New York Life
- Northwestern Mutual
- Pacific Life
- Securian Financial
- The Brokerage
- The Marketing Alliance
- Transamerica

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Who is Selling?

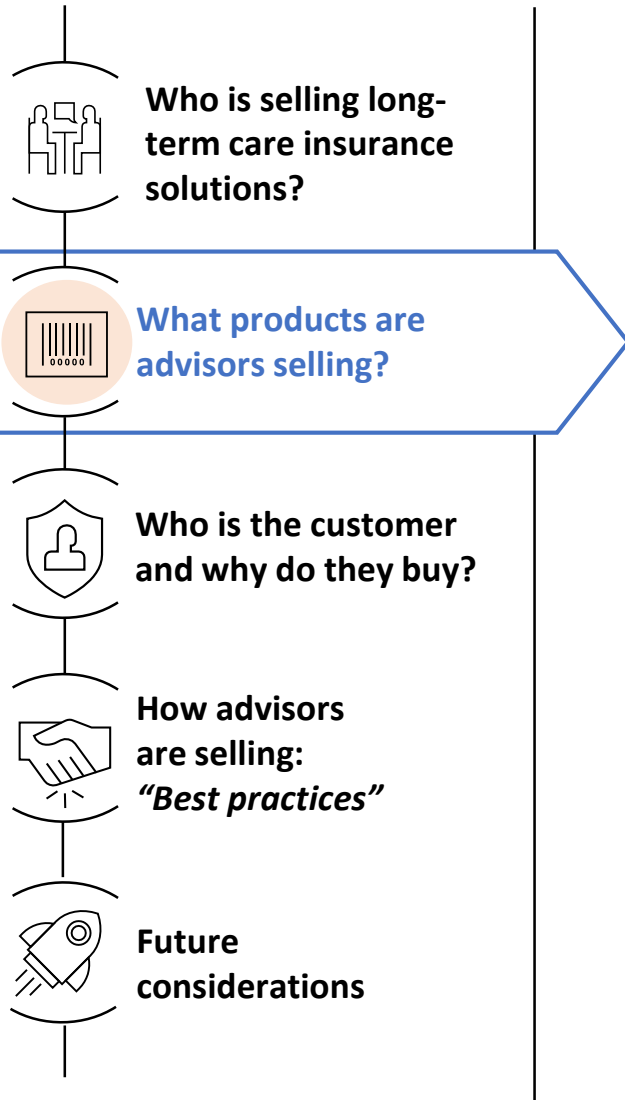


Key Findings:

1. Advisors tend to be older
2. Advisors have a wide variety of core businesses
3. Advisors are focused on up-scale markets

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What Products are Advisors Selling?

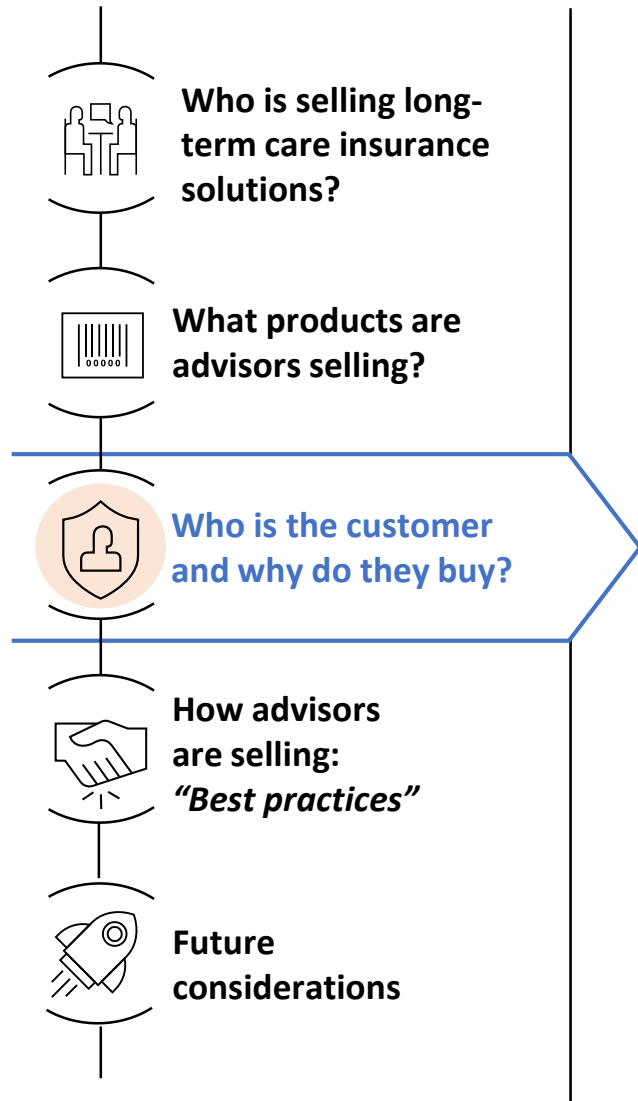


Key Findings:

1. Advisors are selling both traditional and combo products
2. Most are comfortable discussing all long-term care insurance product options with consumers, but knowledge varies by product
3. "Zero premium" products are not the key to sales success
4. Advisors admit that long-term care solutions are difficult to explain
5. Recurrent premiums have increased market penetration

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Who is the Customer and Why do They Buy?

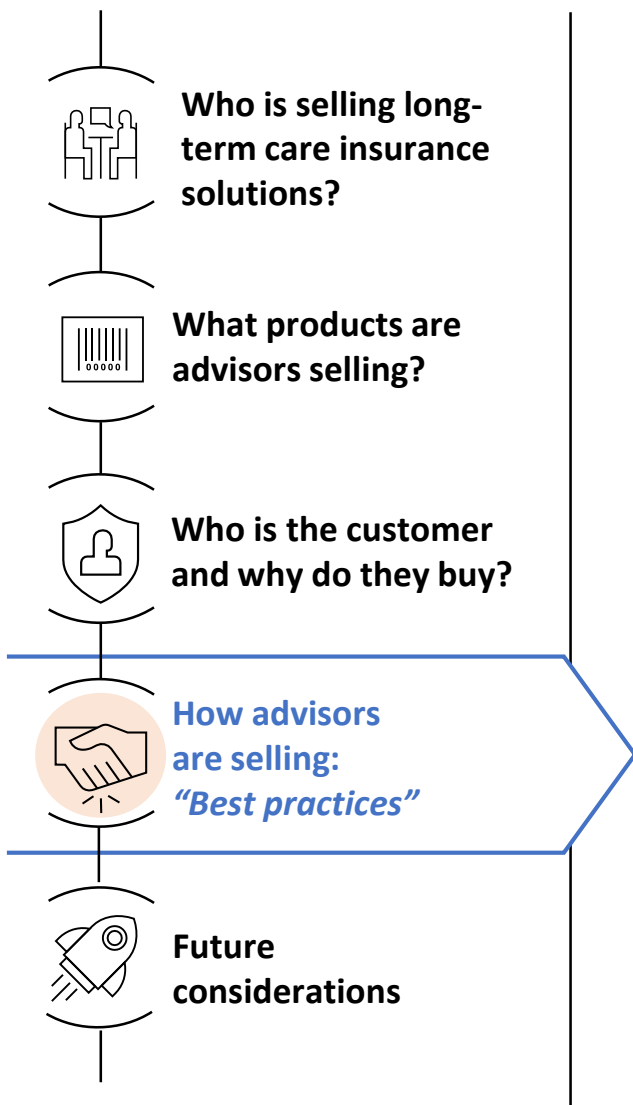


Key Findings:

1. Consumers are motivated by personal experience
2. Consumers do not want to be dependent on family
3. Consumers are doing their homework but lean on advisors when making the final product choices
4. Consumers believe they should foot (at least some of) the cost
5. Consumer interest peaks when products have options, premium rate guarantees, and inflation protection

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How Advisors are Selling

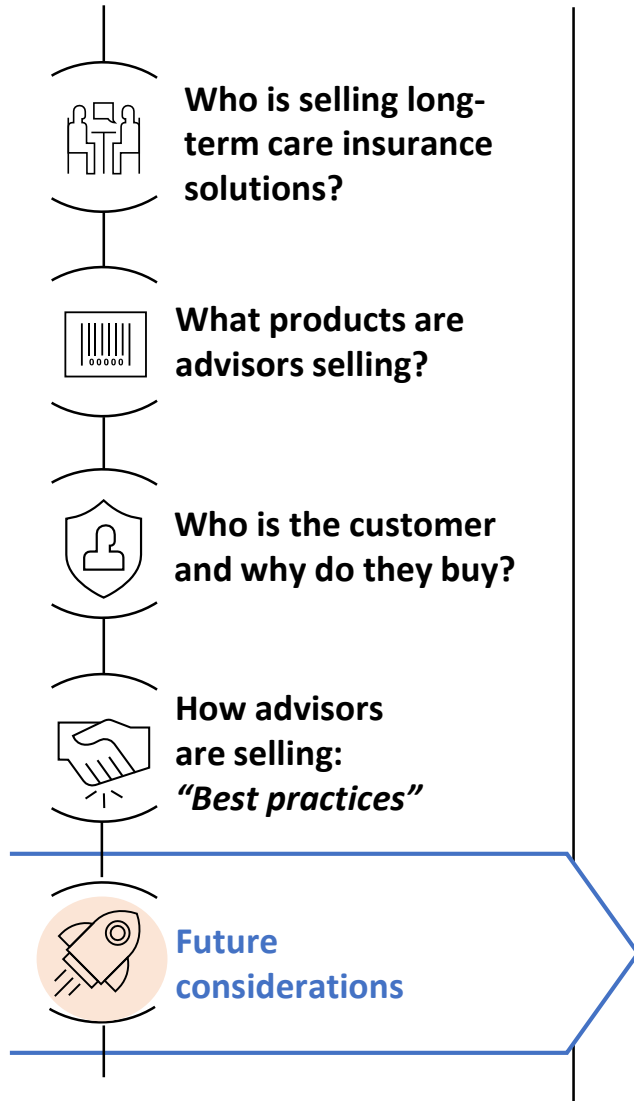


Key Findings:

1. Advisors are proactive
2. Advisors use both targeted and holistic engagement approaches
3. Advisors look at personal situations when discussing long-term care risk
4. Advisors are including long-term care planning discussions in policy review conversations
5. Advisors believe in chronic illness and long-term care riders

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Future Considerations



Key Findings:

1. Technology could improve sales ease
2. Outreach to the mid-market is expected to increase future sales
3. There is appetite for both live and virtual product and sales training in the future

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Survey Authors



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Questions?

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