

# LTC Insurance Decision Guide



PRUDENTIAL LTC<sup>SM</sup>  
evolution

LTC3<sup>SM</sup>

Guidelines for deciding which product  
to present to your clients, and when

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# Now you have a choice of long-term care insurance policies to present to your clients and prospects

With the introduction of Prudential LTC Evolution<sup>SM</sup> as a complement to LTC3<sup>SM</sup>, now it's easier than ever to help provide your clients with a solution to their long-term care needs.

## Here are some guidelines to help you decide which product is best to meet the needs of your client

### Both products are tax-qualified, guaranteed renewable and suitable for clients with long-term care insurance needs

Once you have determined that a need for long-term care insurance exists, either product can be recommended as an appropriate solution.

### Prudential LTC Evolution can be easier to sell in many situations

Prudential LTC Evolution was developed in response to the consumer's need for an easy to understand product with fewer decisions to make than traditional long-term care insurance products require. That makes it an attractive product to sell—not just for experienced long-term care insurance specialists, but also for producers and Financial Planners who are entering the long-term care insurance market for the first time.

#### Agents familiar with health and life insurance concepts and terminology will find these Prudential LTC Evolution features easy to understand:

- **Policy Lifetime Maximum**—Instead of choosing a daily benefit amount for a certain number of years, the Prudential LTC Evolution policyholder simply chooses a desired Policy Lifetime Maximum (which can range from \$100,000 to \$1 million, in \$100,000 increments). This feature makes it easy to explain how the policy can be used to protect a specific amount of assets.
- **20% Co-Pay**—The concept of receiving 80% reimbursement for Actual Eligible Charges will feel familiar to clients who have a similar structure on their health insurance.

Both products can address the needs of your client—whether the client is an individual or a business group.



is appropriate when:

✓ **The client is willing to take on more risk for a lower premium**

The competitive pricing of Prudential LTC Evolution is made possible, in part, because the policyholder is agreeing to assume responsibility for 20% of Actual Eligible Charges.

✓ **The client wants to protect a certain amount of assets**

Prudential LTC Evolution makes this proposition simple and straightforward, since the client can apply for the exact Policy Lifetime Maximum desired—from \$100,000 to \$1 million—in \$100,000 increments.

✓ **An employer wants to offer an easy to understand plan to employees**

Prudential LTC Evolution simplifies the

decision process, since there are fewer options and riders to consider.

✓ **The client is looking for an affordable inflation option or simple inflation**

Prudential LTC Evolution has built-in inflation known as Guaranteed Increase Feature (GIF).

✓ **The client does not want to be restricted to a daily/monthly cap**

Unlike traditional LTC policies—which typically place a dollar limit on how much they will pay for any day or month that care is received—Prudential LTC Evolution always reimburses policyholders for a full 80% of all Actual Eligible Charges starting as soon as the 90 Calendar Day Elimination Period has been satisfied, and continuing right up until the Policy Lifetime Maximum has been exhausted.

## LTC3<sup>SM</sup>

is appropriate when:

✓ **Cash Benefits are important to the client**

Although Prudential LTC Evolution provides some cash (via a \$1,500 per month Starter Benefit for up to 12 months\*), cash payments are potentially greater with LTC3 (through the built-in Cash Alternative Benefit, the Flexible Cash Rider and the Cash Benefit Rider).

\*24 months in some states

✓ **Restoration of Benefits built-in feature is important to the client**

Unlike many competitive policies, which require full recovery before benefits can be restored, LTC3 allows restoration of benefits even if one deficiency in Activities of Daily Living (ADL) remains after six consecutive months of recovery from other ADLs.

✓ **The client wants a Calendar Day Elimination Period that is shorter or longer than 90 days**

With LTC3, the Calendar Day Elimination Period (also referred to as the Benefit Waiting Period in some states), can be any of the following: 30, 60, 90, 120, 180 or 365 days (subject to state availability).

✓ **Payment for ineligible charges is desired**

With LTC3, the cash amount that the client receives can be greater.

✓ **The client wants the policy premiums to be paid up by a specific age**

LTC3 offers the following Limited Pay Options: 10-pay, paid up at age 65, or reduce pay at age 65 (subject to state availability).

✓ **An Employer is looking to provide a comprehensive, robust long-term care insurance product to key employees**

LTC3 offers the greatest flexibility to customize coverage with available options and riders.

✓ **The client may be looking to receive benefits outside of the U.S.**

LTC3 policyholders can be reimbursed up to 75%\* of the Facility Daily Benefit for 365 days, as an alternative to receiving benefits under the Cash Alternative, Flex Cash or Cash Benefit Rider.

\*100% in NY

✓ **The client resides in a National Partnership state where 5% compound is the only way to get a Partnership policy**

LTC3 premium rates for 5% compound may be more competitive.

The Prudential  
Insurance Company  
of America

## Long-Term Care Insurance

Prudential long-term care insurance policies are issued by The Prudential Insurance Company of America, 751 Broad Street, Newark, NJ 07102 (800 732-0416). The Prudential Insurance Company of America is authorized to conduct business in all U.S. states and the District of Columbia. All insurance policies may not be available in your state. Prudential LTC Evolution coverage is issued under policy number GRP 114018; however, policy numbers may vary by state. Prudential LTC3 coverage is issued under policy number GRP 113096; however, policy numbers may vary by state. The Prudential Insurance Company of America is a Prudential Financial company.

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