



Genworth®
Financial



HOW WILL YOU PAY FOR LONG TERM CARE

HELP PROTECT YOUR LIFESTYLE AND ASSETS

Underwritten by
Genworth Life Insurance Company

COULD IT HAPPEN TO ME?

IT COULD HAPPEN TO ANYONE, AT ANY TIME.

Everyone is at risk, not only of having a family member in need of long term care, but of needing assistance themselves. In fact, the Health Insurance Association of America (now America's Health Insurance Plans) estimates that more than 13 million people in the United States need long term care as a result of a disabling or long term medical or physical condition.¹ Accidents and illnesses can happen to anyone, at anytime, and they often occur without warning.

While people may recognize long term care costs as a significant risk to their standard of living, many don't have a plan to minimize that risk.

Planning for long term care is critical ... and long term care insurance can be a critical part of the plan.

Do you know anyone who has required long term care?

Yes No

Do you believe you could need long term care some day?

Yes No



¹ "Disability Insurance Provider Unveils Group Of Long-Term Care Insurance Options."
Biotech Week. 01/05/05

HOW MUCH COULD IT COST?

How much do you think nursing home care costs in your area?

\$ _____

How long would you be able to pay for the type of care you may need?

Based on cost of care and personal savings/assets

_____ Years

Do you believe the need for long term care could cause you to spend much of your life savings?

Yes No

YOU COULD SPEND MUCH OF YOUR LIFE SAVINGS PAYING FOR CARE.

- Nationally, the average annual cost for a private room in a nursing home is \$74,806.²
- According to the National Alliance for Caregiving and AARP, the average length of time for receiving home care is 4.3 years.³
- According to the Federal Long Term Care Insurance Program, by the year 2030, the national annual cost of a semi-private room in a nursing home will be \$190,600, costs for an assisted living facility will be \$109,300 and home care costs will climb to \$68,000.⁴



² "Genworth Financial 2007 Cost of Care Survey." Conducted by CareScout, an independent research firm. March 2007.

³ "Caregiving in the U.S.," National Alliance for Caregiving and AARP. 2004.

⁴ "Sell LTC to Boomers, But don't overlook the 65+ Market." *National Underwriter*. 4/19/04

WHAT ARE THE OPTIONS?

THERE ARE MANY OPTIONS TO CONSIDER, HERE ARE JUST A FEW.

Option 1: Public Programs

Medicare was not designed to adequately cover long term care needs. Typically, it only covers post-hospital, short-term rehabilitative care and short nursing visits.⁵

Medicare's coverages are limited and it has been left to Medicaid to pick up most of the cost of nursing home and home and community based long term care.⁶

Generally, in order to qualify for Medicaid, you have to spend-down your assets to the state's poverty level.

Option 2: Private/Family Support

Of course, family and friends might care for you. Initially, this may look like a good solution. However, ask yourself: Will they have time to help me? Can they provide the type of care I may need? Do I want to ask this of them?

There are numerous physical, financial, emotional, and geographical requirements that can make relying upon family or friends an undesirable and unrealistic option.

Option 3: Self-Insure

You might not realize it, but right now you're self-insured, unless you're otherwise covered. Without coverage, you have assumed the primary financial risk for the costs of long term care.

Do you want to rely on Medicare or Medicare Supplement Insurance?

Yes No

Do you want to rely on Medicaid?

Yes No

Do you want to be dependent upon family or friends for care?

Yes No

⁵ Medicare Pays Days
100% 1-20
Costs that exceed \$124 a 21-100
day, which you must pay
Nothing 100+
Source: "Medicare & You 2007" U.S. Department
of Health and Human Services. September 2006.

⁶ Medicaid in 2005: Principles & Proposals for Reform. Health Management Associates, prepared for the National Governors Association, February 2005.

WHY CONSIDER INSURANCE?

YOU ALREADY INSURE OTHER RISKS.

Asset protection is essential to financial stability. No doubt you have already taken steps to ensure your financial well-being in the event of accidents. You may have life and health insurance, as well as insurance for your home and car. These are practical approaches to transferring some of the risk of unwelcome expenses away from you and your loved ones.

If you're like most people, you also set aside funds for retirement. After all, people are living longer. However, when you get old, you may get sick, and when you get sick, you may need care. It doesn't take much to imagine the effect that can have on your retirement plans. Have you allocated funds from your retirement portfolio to help pay for long term care?

Have you taken steps to help protect yourself against potential long term care costs, as you have with other risks?

Yes No

Is there any greater risk that you face besides long term care?

Yes No

How would you prefer to pay for the high costs of long term care?

Personal savings and assets
 Insurance

Weighing all of the risks and costs is critical. It helps you to determine the amount of protection you need in order to secure your assets and savings.

Long term care insurance helps cover the costs of long term care. It doesn't replace what families do; it builds on your existing infrastructure of support, so caregivers can provide care better and longer.

In short, long term care insurance can help you maintain your lifestyle, protect your assets and savings, and give you the options necessary to receive quality care and services.



WHO CAN HELP?

WE CAN ... LONG TERM CARE INSURANCE IS THE ANSWER.



Our Long Term Care Insurance Division helped pioneer the development of long term care insurance more than 30 years ago, and we've been an industry leader ever since.⁷ Our commitment and success are reflected in our ratings by the leading independent analysts.

Meeting the needs of our policyholders is a priority, and we have a proven track record of paying claims. Over the years, more people have trusted our long term care insurance products to cover their long term care costs than those of any other insurer.⁷

We have comprehensive insurance products that can be tailored to suit your needs and you can depend on us to provide you with quality insurance.

COMPANY RATINGS BY INDEPENDENT ANALYSTS

A+ (Superior)⁸ (2nd highest of 16 ratings)	A.M. Best Financial strength and operating performance
AA- (Very Strong)⁸ (4th highest of 21 ratings)	Standard & Poor's Claims-paying ability
Aa3 (Excellent)⁸ (4th highest of 21 ratings)	Moody's Financial strength

⁷ LifePlans 2006 Long Term Care Individual and Group Association Top Writers Survey Results. Based on number of individual policies sold and individual annualized premium income.

⁸ As of 12/31/06. Ratings refer only to overall financial status and are not a recommendation of the specific policy provisions, rates or practices of the insurance company.

THE METLIFE MARKET SURVEY OF NURSING HOME & ASSISTED LIVING COSTS

OCTOBER 2009

EXECUTIVE SUMMARY

In 2002, the MetLife Mature Market Institute pioneered the collection and publication of national market survey data on nursing home and assisted living costs. Since then, as industry thought leaders, the Mature Market Institute has annually produced, updated, and released this market survey data

Nursing Homes

For the 2009 survey, daily private-pay rates for long-term (custodial) nursing home care were obtained for private and semi-private rooms in licensed facilities throughout the United States.

National average rates for a private room increased by 3.3% from \$212 daily or **\$77,380** annually in 2008, to \$219 daily or **\$79,935** annually in 2009. National average rates for a semi-private room increased by 3.7% from \$191 daily or **\$69,715** annually in 2008, to \$198 daily or **\$72,270** annually in 2009.

In 2009, the “LA—Rest of State” area had the lowest average daily rates for a private room in a nursing home, averaging \$132 per day.

The “MN—Rochester Area” and “AR—Rest of State” areas had the lowest daily rates for a semi-private room in a nursing home, averaging \$121 per day. The highest average daily rates for nursing homes came from “AK—Statewide,” which came in at \$584 for a private room and \$618 for a semi-private room.

Assisted Living Communities

Monthly private-pay base rates, which are defined as room and board and typically include at least two meals per day, housekeeping, and personal care assistance, were obtained for one-bedroom apartments or private rooms with private baths in assisted living communities.

National average assisted living base rates increased by 3.3%, from \$3,031 monthly or **\$36,372** annually in 2008, to \$3,131 monthly or **\$37,572** annually in 2009.

Home Care Services

The 2009 national average hourly rate for home health aides increased by 5.0% from \$20 in 2008 to \$21 in 2009. The national average hourly rate for homemaker/companions increased by 5.6% from \$18 in 2008 to \$19 in 2009.

Metro New York Long Term Care Costs - 2009

Nursing Home -- Semi-Private

Location	Daily	Annually
Stamford, CT	\$376	\$137,240
Cherry Hill, NJ	\$280	\$102,200
New York City, NY	\$390	\$142,350

Nursing Home -- Private

Stamford, CT	\$411	\$150,015
Cherry Hill, NJ	\$308	\$112,238
New York City, NY	\$431	\$157,133

Home Care

Stamford, CT	\$32 Hourly	\$768 Daily
Cherry Hill, NJ	\$24 Hourly	\$576 Daily
New York City, NY	\$18 Hourly	\$432 Daily