Workshops Address: “Should I Purchase Long-Term Care Insurance?”

The Situation
In 2006, the first baby-boomers turned 60. An estimated 77 million will soon follow in their footsteps. The baby boomers are a large and rapidly growing target market for long-term care insurance companies. Consumers in this demographic group will live longer and face the rising costs of Long-Term Care. With the aggressive marketing of long-term care insurance (LTCI) by companies and highly-commissioned sales agents, consumers are pressured to purchase coverage. Consumers are buying LTCI before they have fully assessed their needs, their financial situation, or compared alternative options; therefore, they may end up with an inappropriate LTCI policy. Given the current situation, consumers need a source for unbiased LTCI information.

Our Response
University of Idaho Extension Educator Lyle Hansen, by request of AARP-Idaho, developed the Should I Purchase Long-Term Care Insurance? presentation. The presentation was taught as a session at six of the co-sponsored University of Idaho Extension and AARP-Idaho Long-Term Care For You and Your Loved Ones statewide workshops. The presentation utilizes a PowerPoint presentation that provides participants with up-to-date information needed to determine if LTCI is right for them, and if needed, information to make an informed purchasing decision. A Comparing Long-Term Care Insurance worksheet is provided to help compare and shop for LTCI. The presentation covers topics including:
- What Long-Term Care Insurance is and when it should and should not be considered
- Determining if LTCI is right for you
- Where you can purchase LTCI and how much it costs
- How to customize a policy that is right for you
- Possible federal and state tax deductions
- If you choose to purchase LTCI, steps to follow in evaluating a policy
- How insurance companies determine eligibility to receive LTCI benefits
- How to use the Comparing Long-Term Care Insurance worksheet when considering the purchase of LTCI

Program Outcomes
In 2006, over 400 people attended six Should I Purchase Long-Term Care Insurance? workshops in South Eastern Idaho (Montpelier, Idaho Falls, Twin Falls, Rupert, Boise, and Homedale).
A post-survey was given to participants after the Should I Purchase Long-Term Care Insurance? presentation. Participants were asked to rate their level of agreement on a five point scale (strongly disagree, disagree, unsure/neutral, agree, strongly agree). Results of the survey showed:

- 94% agreed or strongly agreed they have increased knowledge of what long-term care insurance is and how it works
- 96% agreed or strongly agreed they have a better understanding of steps to take when considering a purchase of long-term care insurance
- 94% agreed or strongly agreed they have increased knowledge if long-term care insurance is right for them
- 93% agreed or strongly agreed they are better prepared to compare and shop for long-term care insurance
- 96% agreed or strongly agreed they have a better understanding of what to look for in a long-term care insurance policy

Participants’ Responses

- “I wish I had this information before I bought long-term care insurance.”
- “I really liked the nuances and particularly helpful practical suggestions.”
- “Very well done and I am an adult educator.”
- “I already have long-term care insurance. Now I will re-evaluate it to see if it is inadequate or appropriate.”
- “Your handout for comparisons of long-term care insurance is awesome!”
- “Thank you for the comparison sheet.”
- “Worksheet is helpful, thanks.”

The Future

AARP-Idaho membership is continuing to grow each year. AARP-Idaho provided funds to professionally film the Long-Term Care For You and Your Loved Ones workshop offered in Boise, Idaho June 17th, 2006. AARP-Idaho plans on providing and distributing copies of the workshop video to libraries and other locations throughout Idaho. With the University of Idaho, AARP-Idaho has agreed to fund another series of Long-Term Care workshops throughout Idaho in 2007. They requested that the Should I Purchase Long-Term Care Insurance? presentation again be included in the workshops.

For More Information

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