



Begin today.



What You Should Know About Long-Term Care Insurance



Long-Term Care Insurance underwritten by:
MUTUAL of OMAHA INSURANCE COMPANY
Mutual of Omaha Plaza
Omaha, NE 68175
mutualofomaha.com



MUTUAL of OMAHA'S
WILD KINGDOM
on Animal Planet



This policy has exclusions, limitations and reductions. For costs and complete details of the coverage, call or write your insurance agent or the company. Policy forms LTC04I-TQ, LTC04I-NTQ, LTC04I-AG-TQ, LTC04I-AG-NTQ; In ID, LTC04I-1PLTQ-BR-ID, LTC04I-2PLTQ-BR-ID, LTC04I-1PLNTQ-BR-ID, LTC04I-2PLNTQ-BR-ID, LTC04I-[AG]-1PLTQ-BR-ID, LTC04I-[AG]-2PLTQ-BR-ID, LTC04I-[AG]-1PLNTQ-BR-ID, LTC04I-[AG]-2PLNTQ-BR-ID; In OK, LTC04I-TQ-OK, LTC04I-NTQ-OK, LTC04I-AG-TQ-OK, LTC04I-AG-NTQ-OK; In OR, LTC04I-1PLTQ-BR-OR, LTC04I-2PLTQ-BR-OR, LTC04I-1PLNTQ-BR-OR, LTC04I-2PLNTQ-BR-OR, LTC04I-AG-1PLTQ-BR-OR, LTC04I-AG-2PLTQ-BR-OR, LTC04I-AG-1PLNTQ-BR-OR, LTC04I-AG-2PLNTQ-BR-OR or state equivalent.



LONG-TERM CARE INSURANCE IS ESSENTIAL

Did you know a long-term care insurance policy may be one of the most important purchases you'll ever make? It can allow you to stay at home where you belong. It can give you peace of mind knowing you won't become a burden to family or friends. And it can help you keep a lifetime of savings intact for the things you really want to do. All these are reasons a long-term care insurance policy is essential in today's world.

COMMON MISCONCEPTIONS

While many people believe a long-term care insurance policy is important, misconceptions about this essential insurance protection still exist:

I won't need it because I'm never going to a nursing home.

Many people think having a long-term care insurance policy means they'll end up in a nursing home. Nothing could be further from the truth. Today, most long-term care insurance policies also cover services you receive at home. These services include help with simple things like shopping and meal preparation, in addition to personal services like bathing, dressing and help moving about the house. Long-term care services also are available in the community – in places like assisted living facilities, residential care facilities and adult day care centers. A long-term care insurance policy allows you to receive the services you need in the setting you prefer.

I won't need it because I'm healthy.

Even though you plan to remain healthy, active and independent, there's a good chance, at some point, you'll need help. Currently, 6.4 million people age 65 and older need long-term care and half of those over age 85 need help with the activities of daily living.¹ A long-term care insurance policy allows you to get the help you need to retain your independence.

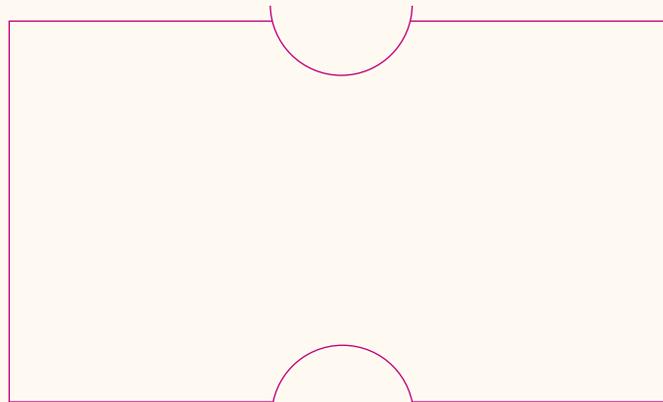
My family will take care of me.

You may not realize the burden being a caregiver can place on a spouse/domestic partner,* children, friends or neighbors, not to mention the strain it can place on these important relationships. If you're counting on your family or friends to provide the assistance you may need, you should first ask yourself if you would be comfortable having them help you with personal tasks like bathing, dressing or using the bathroom. Then, consider whether these people are able to devote the time it takes to care for you in addition to their normal family and work obligations. A long-term care insurance policy allows you to receive the quality care you need while preserving the family relationships you enjoy.

I'll pay for long-term care services myself.

This certainly is an option. However, long-term care services are expensive. The average nursing home stay is 2.4 years at a cost of \$66,153 per year.¹ The average annual cost for home health care is well over \$20,000 (that's based on the services of a home health aide five hours per day, five days per week at \$18 per hour.)² If you use your own money to pay the cost of long-term care services you may risk depleting a lifetime of savings. A long-term care insurance policy can help you preserve your savings while receiving the services you need.

*Does not apply in ID or OK.



Medicare will cover my long-term care needs.

It's true. Medicare will cover long-term care services, but only in full for twenty days in a nursing home and only if you need skilled care. Most people who need nursing home care today do not need skilled care. Instead, they need custodial care. This type of care is not covered under Medicare; however, it generally is covered under a long-term care insurance policy.

I'll wait until I'm older.

The sooner you begin planning for your long-term care needs, the better. The cost of premiums increase with age. That means at age 45, you may pay about half of what a 60-year-old would pay for this coverage.

BEGIN PLANNING FOR YOUR LONG-TERM CARE NEEDS TODAY.

Your Mutual of Omaha licensed insurance agent can help you evaluate your situation and tailor a long-term care insurance policy that meets your needs.

¹ "Nursing Home Costs Average \$181 Per Day in U.S.," Business Wire, August 5, 2003

² The Mature Market Institute, "MedLife Market Survey or Nursing Home and Home Care Case Costs," September, 2004