CPS SPECIAL RISK SERVICES · ADVISOR QUICK GUIDE

Start the Long-Term Care Conversation

A people-first approach for your next client review · Long-Term Care Awareness Month

"What's your plan for extended care?"

Ask it. Then stop talking and listen. Every client already has a plan—usually paying out of pocket and leaning on family.

Four questions that build the plan

Where?

Where would you want to receive care? Most clients say home.

Who?

Who would take care of you day to day?

What impact?

What would that mean for your spouse or kids—their health, careers and relationships?

How?

How will you protect them from those costs?

Common pushback, and how to respond

"We don't want more insurance."	Fair enough. Let's talk about your plan and how it would work.
"We'll just self-insure."	That's already your default plan. Let's run the numbers together.
"We'll let Medicaid pay."	Let's walk through what that means for your income, IRA and spouse.
"It won't happen to me."	Your retirement plan runs to 90. Isn't it reasonable you could need care along the way?
"We don't want the kids caring for us."	Without a plan, what choice will they have? They love you.

Keep in mind

- **Lead with people, not dollars or odds.** Statistics start debates; family concerns start plans.
- **Most care happens at home.** Don't open with nursing home costs.
- **For couples, it's a first-to-need-care problem.** Care costs land on top of normal living expenses.
- **Partial coverage still helps.** A $5,000/mo benefit against $10,000/mo of care halves the draw on savings.
- **Plant seeds.** A "not now" isn't a "never." Revisit at every review.

Part-time help at home

8 hrs/day × 5 days/week × ~$35/hr

≈ $6,000/mo

"Where would you find an extra $5,000–$6,000 a month, and who covers the other 128 hours each week?"

Rates vary by market; see the CareScout Cost of Care Survey. Example is illustrative.

Let SRS help with the next step

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