

Why is Long Term Care Insurance Needed?

Long Term Care Insurance is needed because both the cost of long term care and the risk of needing it are high. Consider the following excerpts from published articles.

"One in three Americans currently 65 will enter a nursing home, for two or three years on average." - Fortune, 10/14/96

"Across the nation, the average annual cost of nursing home exceeds \$40,000 and can reach \$90,000 or more in large cities." - The Boston Globe, 5/12/97

"The total costs of full-time, live-in health care average about \$50,000 annually." - Business Week, 4/15/96

"There are 22.4 million families involved in long term home care." - USA Today, 3/18/97

"Long term care is the single biggest threat to whatever wealth an older person has." - Generations, American Society on Aging, 9/96

Without Long Term Care Insurance, these costs can quickly consume the savings of most families.

###