

Why Americans should be discussing and planning for long-term care with their families

Lincoln Financial study delves into the reasons why it's important to have family conversations about long-term care.

Why is it important to plan?



of advisors

agree that families should discuss plans for long-term care before they actually need it.*

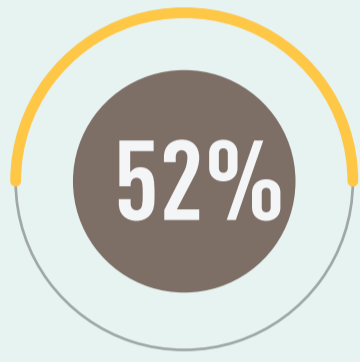


of advisors

agree that consumers are not planning sufficiently for long-term care needs.*

How do you start the planning process?

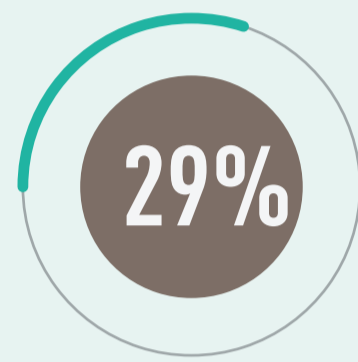
Planning begins with a conversation.



have spoken with their spouse.*



have talked with their parents.*



had a conversation with their children.*

3 reasons why people should discuss long-term care before it's needed

1



To ensure their quality of care*

2



To maintain their dignity*

3



To protect their family's financial security*



How to close the conversation gap with your loved ones

Ask them 4 questions

- 1 Who will take care of me if I need it?
- 2 Where will I receive care should the need arise?
- 3 How will I pay for it?
- 4 How will my plans affect my loved ones?



Do you know the costs of care?

Many Americans underestimate the costs of long-term care services.*

Perception

\$54,000

annual cost of nursing home care*

Reality

\$100,000+

national average for a private room in a nursing home*

See the real costs of long-term care services in your neighborhood:

Go to www.whatcarecosts.com/Lincoln — enter code "Lincoln" in the top right corner.



*VerstaResearch, "2017 LTC MARKETING AND THOUGHT LEADERSHIP RESEARCH, FINDINGS FROM SURVEYS OF ADVISORS AND CONSUMERS," October 2017. For a printed copy, call 877-ASK-LINCOLN.

Information presented on this slide is from among those polled in our survey.

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates, including broker-dealer/distributor Lincoln Financial Distributors, Inc., Radnor, PA, and insurance company affiliates The Lincoln National Life Insurance Company, Fort Wayne, IN, and Lincoln Life & Annuity Company of New York, Syracuse, NY. Affiliates are separately responsible for their own financial and contractual obligations.