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2022 LTCAM asset guide

Promoting Long-Term Care Awareness Month

Exclusive resources from Nationwide® created for you

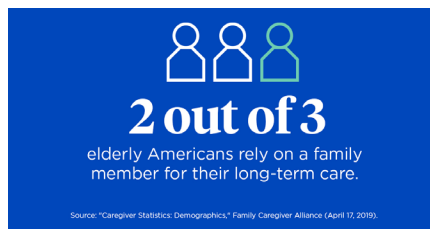
November is Long-Term Care Awareness Month, and that's a great time for the financial professionals you serve to have conversations about LTC with their clients.

We've created a series of assets for you to send to your financial professionals. The purpose is to encourage them to initiate those conversations and address questions and concerns their clients may have about LTC. Feel free to access the marketing resources throughout the month of November.

Social posts



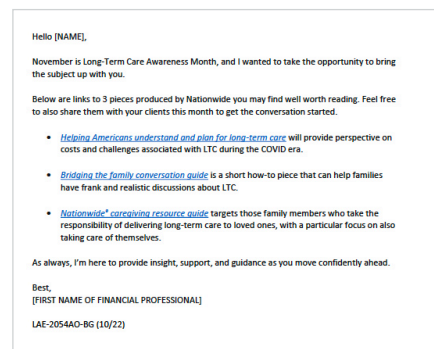
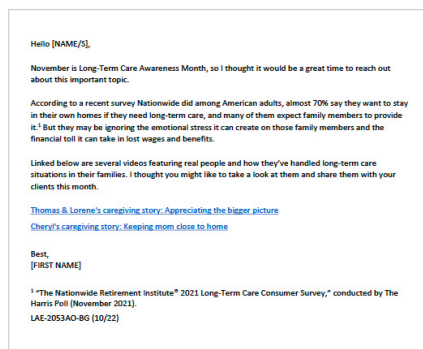
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Emails



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Marketing assets

Helping Americans understand and plan for long-term care

COVID-19 has raised Americans' concerns about long-term care (LTC). This content helps identify challenges surrounding long-term care and emergency relief amid the pandemic, while highlighting opportunities for Americans to become more knowledgeable and more long-term care ready as part of their financial plan.

Planning for long-term care

Across generations, many Americans lack a basic understanding of long-term care

- 43% of adults age 65+ have a long-term care plan
- 55% of adults age 65+ have a long-term care plan
- 85% of people aged 65+ are worried about the safety of nursing homes

COVID-19 concerns

As a result of the pandemic, adults worry about

- 85% The safety of nursing homes
- 70% Being isolated and alone
- 80% Being able to afford long-term care in the future

Concerns about safety

- 85% Think it is more important than ever to have a plan for long-term care
- 85% Think it is more important than ever to have a plan for long-term care
- over 6-10 million people aged 65+ are worried about the safety of nursing homes

Long-term care infographic
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Nationwide Retirement Institute | Long-term care conversation guide

Bridging the family conversation gap

How to speak with loved ones about long-term care (LTC)

Insights from The Nationwide Retirement Institute's 2021 Long-Term Care Consumer Survey of U.S. adults ages 65+ on intergenerational issues

How do you feel about the need for long-term care (LTC) as you age? A higher life span means there are more years to spend with family and friends or to pursue a passion. But it also means that more of us will need to provide and receive long-term care (LTC) as we age. As a parent, you have a 70 percent chance of needing services of long-term care in your lifetime. For most of us, it's hard to talk about the potential implications of aging, the falling of or relying on others for care. It's usually best to plan for long-term care, whether you are a parent or a grandparent. According to the 2021 Nationwide Retirement Institute Long-Term Care Survey, nearly half of adults (45%) have had discussions about potential long-term care costs with others.

The reason that parents, spouses and children struggle the most to have these conversations is often financial and emotional needs. Many of us are unable to open the conversation about

agrees they would rather never go to a nursing home or LTC facility than discuss it with others.

Key Takeaways:

- 45% of adults agree they would rather never go to a nursing home or LTC facility than discuss it with others.
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Long-term care conversation guide
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Nationwide Retirement Institute

Nationwide caregiving resource guide

Resources to help you care for your loved ones – and take care of yourself

Getting to know resources available from your state, including state and federal programs, can be helpful. That means you know what you're getting into and what you need to do to get the most out of it. You may also want to know what you need to do to get the most out of it. You may also want to know what you need to do to get the most out of it.

- Getting help with day-to-day duties
- Looking after yourself so you can look after others
- Emotional and practical resources for end-of-life care

Caregiving resource guide
[Download](#)

Nationwide Retirement Institute | Caregiver Crisis

Home health care and the caregiver crisis in America

Key topics

- Home health care: What it is and how it works
- Home health care: Why it's important
- Home health care: How to choose a provider
- Home health care: How to pay for it
- Home health care: How to get the most out of it

Home Health Care Workers

Home health care workers are the backbone of the home health care industry. They provide the care that allows people to live in their homes and avoid the cost and stress of a nursing home. However, the industry is facing a crisis. There are not enough workers to meet the demand, and the industry is facing a shortage of workers. This is due to a number of factors, including the aging population, the need for more workers, and the difficulty of the job. The industry is facing a crisis that will have a major impact on the lives of millions of people.

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Caregiving white paper
[Download](#)

Long-term care is a family affair

When LTC is needed...

- 86% of adults aged 65+ have a family member who would be responsible for their long-term care
- 70% of people want to avoid the cost of long-term care

When LTC is provided...

- 31.4 million people aged 65+ are expected to need long-term care in the future
- \$692 billion is the estimated cost of long-term care in the future

Long-term care infographic
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To download the entire collection of promotional tools, use the button below.

Please note: access to these materials will expire on Jan. 1, 2023.

[Download all resources](#)

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