

THE NEED FOR LONG-TERM CARE

Q:

How do I know my employees are interested in a long-term care (LTC) program?

A:

As an employer you are in the best position to make long-term care insurance available so that your workers can be assured of coverage at a reasonable cost. This fits in so naturally with retirement benefits. In fact, it's protecting those assets.

When considering offering a LTC program, you may first want to gauge your employee interest. That can be done with a simple e-mail survey or one offered in your employee publication. The information you gather will tell you who your employees are, where they are in their long-term financial planning and what types of coverage they might be willing to purchase.

You probably shouldn't assume that since your employees aren't asking for the benefit that they don't want it. Silence may not be an indicator of what employees are thinking about LTC. They may need some education to help them understand how important this product is for them.

Once you determine your workers are interested in the benefit, you should contact an insurance company or benefits consultant to talk about what type of product to offer. With the help of a qualified professional, you can design a benefit that best meets your employees' needs.

I recommend that you find someone who specializes in LTC planning. Someone fully versed in LTC issues and products.

Dick McNicholas, CLTC, LTCP
Comprehensive LTCI
P.O. Box 86421, Portland, OR 97286
503-888-3546 cell • 503-233-4443 fax
DickMcN@ComprehensiveLTCI



COMPREHENSIVE LTCI