



Welcome to our seminar on planning for long-term care. I'm glad you could join us today. As you entered, you should have been given some materials. I also have pencils (*or pens*) available if you need them.

Before we start the main part of our presentation, let me take a minute or two to tell you what we hope to accomplish over the course of the next hour or so.

PREVIEW

Our Commitment

- Provide sound financial information
- Help you identify goals
- Offer complimentary, no-obligation consultation

The information in this presentation is not written or intended as tax, legal, investment, or retirement advice or recommendations, and it may not be relied on for the purpose of avoiding any federal tax penalties. Individuals are encouraged to seek guidance from an independent tax or legal professional.

Before we get started, I'd like to introduce myself and my company.

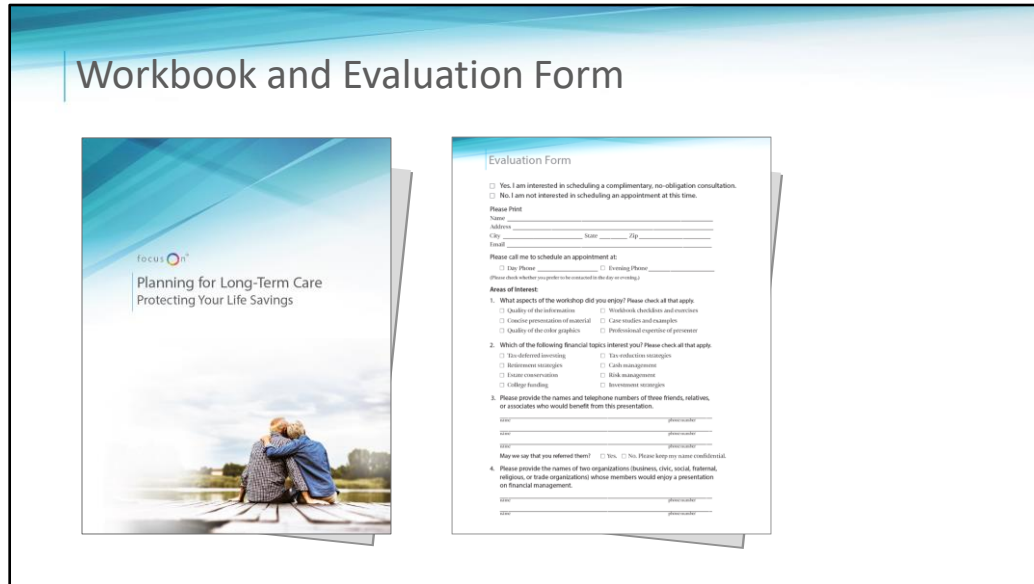
We use seminars like this one to introduce ourselves and to develop strong working relationships with members of the community like you.

Our commitment extends beyond simply offering financial services. We are committed to helping you evaluate your financial situation and giving you tools to help make informed decisions and pursue your financial goals.

We hope that after attending the seminar, you'll want to meet with us in our office. This is a complimentary, no-obligation consultation that we offer to everyone who attends our seminars. During that meeting, we can discuss any questions you have as a result of what we discuss here. If you prefer, we can use that time to examine your specific situation and begin the process of helping you formulate a financial strategy that will suit your needs.

We know that we'll establish a working relationship with you only when *you* are confident that we can be of service. We want you to understand your options and to know how you may benefit from working with us.

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Let's talk about the workbook you received as you entered.

We've found that people are more likely to remember something they act on rather than something they only hear about. This workbook was designed to help you apply what you learn to your situation. In it, you'll find helpful materials that reinforce the seminar's major points and will be a valuable resource for you.

Feel free to highlight, underline, or make notes in whatever way serves you best.

Inside your workbook, you'll find an evaluation form just like this one.

[Note to presenter: Pull out an evaluation form for your seminar participants to see.]

At the end of the presentation, please use this form to tell us whether you're interested in taking advantage of the complimentary, no-obligation consultation.

I'd like to make you two promises concerning this form. First, if you check "Yes, I am interested in scheduling a complimentary, no-obligation consultation," we'll contact you in the next couple of days and set up an appointment. Second, if you check "No, I am not interested in scheduling an appointment at this time," we won't contact you after the seminar.

In exchange for these two promises to you, please promise that you will fill out this form. Many seminar attendees do come in for a consultation, so we've set aside time just to meet with you.

When you do come to our office, feel free to leave your checkbook at home. We are very interested in developing working relationships with you, but that decision is yours.

Assessing the Risk

Approximately **56%** of people turning age 65 can expect to need some form of long-term care during their lifetimes.

Source: Administration for Community Living, 2025 (most current data available)



How many people here expect to need long-term care someday, or perhaps have aging parents or someone in their lives who might need care?

It's hard to face the fact that our own physical or mental health might decline with age, or that our parents may need support. But statistics suggest that the odds of needing long-term care are high.

In fact, once we reach age 65, there is a nearly 56% chance that we will need some type of long-term care at least once in our lifetimes.

Source: Administration for Community Living, 2025 (most current data available)

What Is Long-Term Care?

Ongoing services and support needed because of a chronic health condition or disability due to a prolonged injury, illness, or cognitive impairment, such as Alzheimer's disease



Let's begin by talking about some basics.

Long-term care refers to the ongoing services and support that you might need if you become physically or mentally disabled due to a prolonged injury, illness, or cognitive impairment.

Someone with a physical impairment might have severe arthritis or heart disease that requires hands-on assistance with normal living activities. Someone with a cognitive impairment such as Alzheimer's disease may need hands-on assistance and constant supervision. And some young people may need care, too, as a result of a disabling accident or an illness such as multiple sclerosis or Parkinson's disease.

Levels of Care

- **Skilled care**
Round-the-clock care provided by professional health-care providers
- **Intermediate care**
Nursing and supportive care also provided by professional health-care providers but on a less frequent basis
- **Custodial (personal) care**
Assistance with basic activities of daily living (ADLs):
eating, dressing, bathing, toileting, transferring, continence

There are three distinct levels of care that can be provided in a variety of settings.

Skilled care generally refers to round-the-clock care that is provided by professional health-care providers such as nurses, therapists, and aides under a doctor's supervision. They might administer medication, monitor blood pressure, and perform other tests and health-care services.

Intermediate care is nursing and supportive care also provided by professional health-care providers but on a less frequent basis than skilled care.

Custodial care (or personal care) describes the personal care often provided by family caregivers, nurses aides, and home health workers who provide assistance with one or more activities of daily living (ADLs) such as bathing, eating, and dressing. This is the most common type of long-term care.

Where Can You Receive Care?

- Your home
- Assisted living facility or other senior living facility
- Adult day-care facility
- Nursing home



If you're like most people, you probably want to stay in your own home for as long as possible. When you receive care in your home, family caregivers, friends, or trained homemakers may be available to provide the bulk of assistance with everyday tasks; and professionals such as nurses, therapists, and home health aides can provide occasional home health care.

Another long-term care option is assisted living. If you have visited an assisted-living facility, then you know it is a home-like facility that combines housing, personal assistance, and limited health care. Generally, an assisted-living facility offers round-the-clock intermediate and custodial care, but not the skilled care provided in a nursing home. This option may be preferable if you cannot continue living alone but want to remain independent.

An adult day-care facility is a community-based center that provides health care and social services for people who can't be left alone. Often these facilities specialize in caring for people with Alzheimer's disease, and they especially benefit family caregivers by providing a few hours of much-needed respite care during working hours or on the weekend.

A nursing home generally offers all three levels of care — skilled care, intermediate care, and personal care. Most nursing-home residents have a disabling illness or cognitive disorder (such as Alzheimer's disease) that is so serious that care cannot be adequately provided anywhere else.

Common Misconceptions

1. I'll never need long-term care
2. It won't be that expensive
3. Medicare or Medicaid will cover the cost
4. My family will take care of me



Despite their concerns about aging, many people don't take action to address the high risk of long-term care because of four common misconceptions.

Many think they will never need long-term care. Clearly, though, it *can* happen, and the risk increases as we grow older.

Others aren't particularly worried because they don't think it will be that expensive. We'll discuss the national costs of care in different settings to see if you agree.

Still others mistakenly assume that Medicare or Medicaid, or other health insurance, will cover the cost. We'll address Medicare and Medicaid later in the presentation.

And some people may hope that if long-term care is needed, their spouse or other family members will take care of them.

Caregiving Challenges

- 53 million people provide unpaid eldercare for family members in the United States
- 59% of caregivers are women
- Unpaid caregivers spend an average of 20 hours per week on caregiving
- 53% of caregivers work full time, requiring them to balance care and work responsibilities
- 72% of caregivers consider their caregiving situation to be stressful

Source: Seniorliving.org, 2025 (most current data available)



If your preference is to rely on family, keep in mind that caring for a loved one with a disabling condition or a cognitive disorder often changes the lives of the caregivers and their families. There can be lasting effects, such as financial pressures, legal issues, health problems, and emotional stress.

About 53 million people in the United States provide unpaid eldercare for family members, and many provide care for someone with cognitive issues.

Fifty-nine percent of caregivers are women.

Unpaid caregivers provide an average of 20 hours of care per week. And 53% of caregivers work full time, meaning they must balance their caregiving and work responsibilities. Nearly three-quarters of caregivers consider their caregiving situation to be stressful.

Of course, only you can decide whether caregiving by a family member is a realistic option, or whether this could disrupt your family members' personal and financial lives.

Source: Seniorliving.org, 2025 (most current data available)

Why Is It Important to Have a Long-Term Care Strategy?

- Help protect assets from potentially devastating costs
- Maintain independence
- Preserve freedom to choose where care is provided
- Avoid becoming a burden



You're probably here today because you understand the importance of developing a long-term care strategy. Doing so can help:

- Protect your assets from potentially devastating costs
- Maintain your independence
- Preserve the freedom to choose where you will receive care, and
- Avoid becoming a burden to your family if you should need support

A good long-term care strategy will account for the different types of care you might need and the different settings in which you may someday receive that care.

Today's Focus

- **Potential Cost of Care in Different Settings**
- Methods to Pay for Long-Term Care
- Benefits of Long-Term Care Insurance

Today's discussion is designed to provide education about long-term care issues so you can take steps to help protect yourself and your finances.

First we'll look at the potential cost of care in different settings.

Next we'll discuss common methods that people use to pay for long-term care.

Then we'll review the benefits of long-term care insurance, what to look for when choosing an insurance policy, and other methods to help cover potential costs.

Let's start with the first topic and look at the potential costs of long-term care.

Costs of Care

National Median Costs, 2025		
	Monthly	Annually
Home health aide (44 hours/week)	\$6,673	\$80,080
Adult day health care (5 days/week)	\$2,058	\$24,700
Private room in an assisted-living facility	\$6,200	\$74,400
Semi-private room in a nursing home	\$9,581	\$114,975
Private room in a nursing home	\$10,798	\$129,575

Source: Genworth Cost of Care Survey, 2025

How expensive is long-term care?

As you can see here, the cost can be substantial.

[Note to presenter: Review the monthly and annual national median costs for a home health aide, adult day health care, assisted-living facility care, and nursing-home care. For up-to-date information, you might visit [genworth.com/aging-and-you/finances/cost-of-care.html](https://www.genworth.com/aging-and-you/finances/cost-of-care.html).]

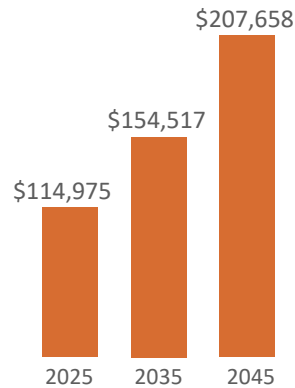
Would you be able to afford a five-year stay in a nursing home — about \$574,875 for a semi-private room or \$647,875 for a private room, not accounting for inflation?

Every year, many Americans become impoverished by the need to pay for nursing-home care. But with proper planning, you may be able to avoid this happening to you.

Source: Genworth Cost of Care Survey, 2025

Annual Cost of Nursing-Home Care

- National median cost of a semi-private room in a nursing home was **\$114,975** in 2025
- If costs were to rise at a 3% average annual rate, the cost of nursing-home care could reach nearly **\$207,658** by 2045



Source: Genworth Cost of Care Survey, 2025
Projected costs are hypothetical, based on mathematical principles, and used for illustrative purposes only.

Let's consider the type of long-term care that's likely to cost the most — nursing-home care. As we just noted, the national median cost for a semi-private room in a nursing home was \$114,975 in 2025.

But for our purposes, we should probably consider what that cost might look like in the future.

If nursing-home costs were to rise every year at a 3% average rate, the cost of nursing-home care could reach nearly \$207,658 by 2045 — for one year!

It's easy to see how the high cost of long-term care can threaten — or even wipe out — your retirement savings and jeopardize any assets you may want to leave to your spouse, children, or grandchildren.

Source: Genworth Cost of Care Survey, 2025

Projected costs are hypothetical, based on mathematical principles, and used for illustrative purposes only.

Costs Vary Depending on Where You Live

Median Cost for a Private Room in an Assisted-Living Facility, 2025

Texas	Ohio	Florida	California	New York
\$67,992	\$73,230	\$67,320	\$84,000	\$85,320

Median Cost for a Semi-Private Room in a Nursing Home, 2025

Texas	Ohio	Florida	California	New York
\$67,525	\$110,230	\$124,100	\$146,000	\$186,333

Source: Genworth Cost of Care Survey, 2025

The actual rates charged for long-term care can vary greatly depending on the state where you live and the type and level of care chosen.

Here are the median 2025 costs in five different states for a private room in an assisted-living facility and a semi-private room in a nursing home.

[Note to presenter: Research and familiarize the attendees with the range of costs in your local area to see how they compare with these state costs.]

I'm showing you some costs around the United States to provide a broader perspective. Everyone's situation is different, and some people may want or need to be in a facility that's closer to family members who live in another state.

Source: Genworth Cost of Care Survey, 2025

What to Look for at a Nursing Home or Other Senior Living Facility

- Ask people you trust
- Visit [Medicare.gov/nursinghomecompare](https://www.medicare.gov/nursinghomecompare) or [eldercare.acl.gov](https://www.eldercare.acl.gov) to connect with providers and services
- Compare different facilities
- Visit them and talk with residents and their families, if possible



If you haven't already done so, I urge you to visit some of the senior living facilities and nursing homes in your community so you can get an idea of what long-term care services will be available to you and/or your family members.

You can learn more about facilities in your area (or facilities closer to family members) by asking people you trust, such as family, friends, neighbors, and physicians.

Another way to connect with providers and services is to visit **[Medicare.gov/nursinghomecompare](https://www.medicare.gov/nursinghomecompare)** or the Eldercare Locator, **[eldercare.acl.gov](https://www.eldercare.acl.gov)**, which is a public service of the U.S. Administration on Aging.

It's important to compare the costs and quality of the facilities you're considering. And definitely visit them — more than once if possible — ask questions, and talk with residents and their families, if you're able to do so.

On page 6 in the workbook, you'll find a list of things to consider when researching and choosing a facility.

Today's Focus

- Potential Cost of Care in Different Settings
- **Methods to Pay for Long-Term Care**
- Benefits of Long-Term Care Insurance

Now that you have a better understanding of where you can receive care and the potential cost, let's discuss methods to pay for long-term care.

But first you might assess how confident you are that you will be able to cover the costs of long-term care, should you need it.

PREVIEW