

November is Long Term Care Awareness Month -- AND -- Alzheimer's Awareness Month

One joyous occasion down, without too many smashed pumpkins and t-paper mayhem, now looking forward to “falling back” this weekend to usher in the gloom and doom of the next creepy show -- the Election. The fourth Thursday in November will be truly a time for giving thanks, if only because the noise is gone. We still have those Medicare ads aplenty, thankfully no more Martha, however, bless her heart. For your Medicare eligible clients, need to pay extra attention this AEP, there are plan changes which resulted in some of the most popular policies being dropped.

Carrier News

- **Genworth** has two updates – the Care Scout Quality Network has expanded to include all but a handful of states, and you betcha, New York is one of them. “Not in New York” is the rule once again For producers calling the company, Amazon Connect is now an option to get information on pending commissions and agent changes. Live representatives are still available, at any point during the call.
- **John Hancock** is introducing updates to their Living Benefits Riders. The coverage is available in NY but updates, not yet. For clients who have moved, or have a non-NY residence, this carrier offers benefits that are definitely interesting and worthwhile. Plus, expertise in long term care, which is missing in some of the insurance carriers who market linked-benefit and/or hybrid products. Quotes available on request.
- **National Guardian Life** (not in NY – do you get a theme here?) has a new LTC Sales Guide, go to www.ngl-essentialtcc.com or drop an email, to receive this file.

Long Term Care and Alzheimer’s Media

In honor of November, several articles available on these specific topics –

1. A Nebraska woman spending \$240,000 a year to care for her husband with Alzheimer’s – at home
2. OneAmerica Financial just published a study “Leading Tomorrow: 2024 Long Term Care Consumer Study” which reveals that only 17% of people age 60+ say they feel confident about their plans for long term care. Versus 74% who think it’s something they might need in the future. Wow. These folks need help.

3. From *Insurance News*, “Navigating the Hurdles: A guide to selling LTC Insurance” – never hurts to get some coaching to talk to 74% of the people ...
4. A survey by the National Institute on Retirement Security reveals that at least 80 percent of consumer believe the government should do more to help Americans access quality long term care.
5. How Medicaid payments stack up against the actual cost of skilled nursing home care
6. Long term care costs continue to rise
7. Insurance commissioners nationwide agreed on a single long term care rate review process, to include a cost-sharing component to spread the burden – all of this needs additional review and approvals before being submitted to the states for consideration.
8. From the Wall Street Journal, wealthy Americans pay up to age in luxury
9. The Jewish Home in Rochester topped a Newsweek list of “best nursing homes in the nation.” The Maplewood in Webster was also included in the list of the three facilities in New York State that made the cut.

Meetings, Associations, Continuing Education

- November 13 – FPA of Greater Rochester presents “Retirement Plans Made Easy” presented by James Brand with Actuarial Consulting Services. 7:45 breakfast at Irondequoit CC, contact rocfpaoffice@gmail.com for information.
- November 13 – dinner this time, the Community Foundation blends their Philanthropy Awards with a Holiday Open House at the Rochester Riverside Convention Center. RSVP@racf.org for information and to purchase tickets.
- Lifespan continues their free workshops, including Medicare 101 on Tuesday, November 19, 10am-12:30pm at Lifespan. www.lifespanrochester.org for information.
- Need CE and want to get it online? Exam monitor no longer required, and some providers do webinars where no exam is given! Email for more information!

More Media

1. An Albany family sues retirement home after stroke victim left unattended, incapacitated for days
2. VP Kamala Harris proposed a new Medicare at Home plan – did not propose how to pay for it. In New York, Gov. Hochul is trying to reduce, if not end, the Medicaid home care plan where a relative can be paid to care for a family member on Medicaid. Too expensive and not sure where the money went.

3. The US Senate report hits the top three Medicare Advantage insurers for “refusal” of skilled nursing, for increasingly limiting access to post-cute care. United Healthcare, Humana and CVS (Aetna) are the named culprits.

Be-ware! Coincidentally -- not to mention amazingly and ironically -- November is also “Alzheimer’s Awareness Month.” Everyone knows what Alzheimer’s is, many of us suffer from it, and some of us know what long term care is. The fact that we all must/can plan for what we would do when we need assistance as we grow older, and how we would pay for it, seems to be lost on about 70 percent of the population in the United States. Your job, should you choose to accept the assignment, is to make sure that all of your clients get “the talk,” no, not the one their parents should have given 50 years ago, but the “plan, plan, plan” discussion. Alzheimer’s, or another form of dementia or disability, is a real possibility, the statistics are accurate, just not applicable to an individual (denial is not just a river in Egypt). Planning, a reality that costs money today, is a good thing. The family will appreciate the effort no matter what the future holds. Need care, great, we can pay for it – don’t need it, died lucky, great, the legacy benefits.

So drop that leftover Snickers bar, fall back on Saturday night, and go vote on Tuesday! Rumor has it that a Thanksgiving meal will cost \$5 less than last year so buy a bigger bird or splurge on a richer desert – anything to get through a day that starts and ends with football! Christmas and New Year’s will be here before we know it, go Bills!



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