

LIFESECURE INSURANCE COMPANY

LifeSecure OM^{II} One-for-ManyTM LTC

Multi-life Program Agent Handbook





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Questions?

Call Agent Support Care Line at 866.582.7701 or your Multi-life Sales Specialist.

Refer to the Agent LTC Field Underwriting Guide for additional information.

I. LifeSecure OM^{II} One-for-ManyTM LTC Multi-life Program

Multi-life Program – Qualification Guidelines

Simplified Issue is only offered one time to eligible participants during their initial enrollment period (maximum 90 days) or for new hire employees within 90 days of their benefits eligibility date. Employees who apply outside this time frame must complete all sections of the application and will be fully underwritten. The Multi-life Application is available only to employers who have been pre-qualified for its use. Applicants who qualify for Simplified Issue underwriting are NOT REQUIRED to complete Section 5 (Additional Health History) or Section 6 (Lifestyle Information) of the application (*In CA: Sections F, G and H*).



LifeSecure's OM^{II} LTC Multi-life Programs

Defined Advantage Program

Simplified issue underwriting available to groups
<10 eligible employees (with 5 approved
applications)

Employee Solutions Program

Simplified issue underwriting available to groups
with **10 or more eligible employees**

Eligibility Requirements for Simplified Issue Underwriting

- Employees who are Actively-at-work on a full-time basis*.
- Board Members of a qualifying employer multi-life offering who are Actively-at-work on a full-time basis*.
- Spouses/Domestic Partners of eligible Employees or Board Members who are Actively-at-work on a full-time basis*. The related Employee/Board Member must also apply for coverage in order for the Spouse/Domestic Partner to be eligible for Simplified Issue.
- LifeSecure will also recognize K-1 Business Owners as employees. They must be small business owners who are K-1 partners/shareholders with at least 20% ownership and who meet all other definitions of Actively-at-work on a full-time basis* (except W-2 status).

*** Actively-at-work on a full-time basis means that the applicant:**

- is age 18 through 65, and
- is a W-2 employee (i.e., not a contractor) receiving a regular wage or salary, and
- is regularly scheduled to work 20 or more hours per week, and
- was working at his/her usual place of employment on the last regularly scheduled work day before signing the application, and
- has not been absent from work due to illness or injury for more than 5 days during the 30 days prior to signing the application or during the time he/she has been employed by his/her employer, if less than 30 days.
(In CA: this bullet applies only to spouses/RDP)

Notes: Applicant may be required to provide proof of “Actively-at-work on a full-time basis” status. See chart below to determine what proof may be required for each applicant type.

If the minimum number of applications required for the participating employer is not met, then Simplified Issue underwriting will not be available. In such cases, all applicants will need to submit a full application, including Sections 5 and 6 (In CA: Sections F, G and H).

Actively-at-work Documentation Requirements

Applicant Type:	<i>Defined Advantage</i>	<i>Employee Solutions</i>
W-2 Employee	Check Stub	Check Stub or Census If List Bill – N/A <i>Note: List Bill required for 10-74 group size</i> For 75+ Groups: If Direct Bill – Census <i>If no census submitted, then Check Stub</i>
Spouse	Check Stub or Schedule K-1 for FORM 1065 or FORM 1120S	
K-1 Owner	Schedule K-1 for FORM 1065 or FORM 1120S	
Board Member	Check Stub or Schedule K-1 for FORM 1065 or FORM 1120S - AND - Board Member Confirmation from Employer	

LifeSecure OM^{II} LTC Multi-life Programs

	Defined Advantage LTC Program	Employee Solutions LTC Program			
Group Level Requirements	Eligible Employees*	3 – 9	10 – 74	75 – 499	500 +
	Employer Contribution <i>(not required for spouses)</i>	100% of premium for all eligible employees for defined plan design	Not Required <i>(may be offered on a 100% voluntary basis)</i>		
	Participation Requirements**	5 approved applications	10 submitted applications ***		25 submitted applications***
		Number of applications is inclusive of spouses/partners			
	Enrollment Period	Up to 90 days			
Simplified Issue Requirements	Issue Ages	18 – 65			
	Maximum Benefit Bank	\$300,000 (\$200,000 for Shared Care) Benefit Bank cannot exceed defined plan.	\$400,000 (\$300,000 for Shared Care)		
	Eligible Employees*	Receiving employer contribution & Actively-at-work	Receiving employer contribution of at least \$25 or 25% per month/per employee or defined plan design & Actively-at-work	Actively-at-work	
	Spouses/Partners	Actively-at-work with same plan design <i>(related eligible employee must also apply for coverage[†])</i>			
	Employer Contribution Discount[‡]	None <i>(5% in California)</i>	5% <i>(For employees receiving minimum contribution)</i>		
Available Discounts	Rate Class	Multi-life (unisex)			
	Spouse/Partner	30% – both apply and issued (10% or 30% in CA – see Section IX for details)			

* Eligible Employees: W-2 Employees, K-1 Business Owners and/or Board Members

** If the group does not meet the participation requirements by the end of the enrollment period, applicants who submitted simplified issue applications must undergo full underwriting. LifeSecure will contact each applicant to schedule a telephone interview to complete Sections 5 & 6 of the multi-life application (in CA: Sections F, G and H).

*** A submitted application means either: 1) a fully electronic application using one of the e-signature methods; or 2) a paper application with wet signatures which has been data entered into the Agent Portal and faxed. When applicable, actively-at-work documentation must also be faxed or uploaded.

† In 10-74 segment, employee must be receiving employer contribution in order for the spouse to qualify for Simplified Issue.

‡ Employer Contribution Discount is not available in Florida.

Coverage Limits for Simplified Issue

For Employers Who Qualify for LifeSecure's **Defined Advantage** Multi-life LTC Program:

- Benefit Bank amounts from \$100,000 to \$300,000 (or \$200,000 if choosing the Shared Care Benefit Rider). Benefit Bank and Monthly Benefit amounts cannot exceed the employer's defined plan design, but riders may vary.

For Employers Who Qualify for LifeSecure's **Employee Solutions** Multi-life LTC Program:

- Benefit Bank amounts from \$100,000 to \$400,000 (or \$300,000 if choosing the Shared Care Benefit Rider)

Notes: To apply for Benefit Bank amounts greater than those described above, the applicant must submit a full application, including Sections 5 and 6 (In CA: Sections F, G and H).

In CA: Benefit Bank is called Lifetime Benefit Amount.



Enrollment Options

- **Voluntary** = Employee-pay-all
- **Defined Plan Design** = Employer pays full premium for a defined plan design. If an employee wishes to apply for and purchase a richer plan design, the employer will automatically deduct the additional premium from the employee's paycheck.
- **Carve-out** = Employer pays all or a portion of the premium for employees or executives (or other defined class).
- **Multi-tiered (applicable only to the Employee Solutions program)** = Employer offers separate contribution levels for various tiers of employees. For example:
 - Tier 1: 100% employer-paid for top three executives
 - Tier 2: \$100/month for five key managers
 - Tier 3: \$50/month for remaining 10 employees

Rates

There is a single **Multi-life Rate** classification under the LifeSecure OM^{II} LTC program. This is true whether or not the applicant qualifies for Simplified Issue. All applicants will be approved or declined based on the information obtained in the application and any applicable underwriting protocols.

- All applicants who qualify for the Multi-life OM^{II} (One-for-Many) LTC Program will receive LifeSecure's Multi-life Rates (a single rate class), regardless of their level of underwriting.
- Multi-life Rates extend to the applicant's family members (for groups of 75+); however, such individuals would not qualify for Simplified Issue underwriting.

Discounts

- There is no Saving Age option for OM^{II} applications. The rating age for OM^{II} applications is automatically set to the applicant's age on the date the application was **signed**.
- A **5% discount** from the multi-life rates is available only to individuals receiving **Employer Contribution** under the Employee Solutions LTC Program.*
- When both spouses/partners apply and are issued policies, each individual receives a **30% Spouse Discount**.* To qualify for the discount, both individuals must apply for the same policy series (LTC-0004 or LTC-0005, et al).

How Discounts Are Applied

Each discount is additive and applied against the policyholder's approved rate.

Example 1:

Jack qualifies for coverage under the Multi-life Rate class. The monthly premium for the benefit plan he has elected is **\$100**. However, he is a member of a worksite case which qualifies for the LifeSecure OM^{II} Multi-life Employer Contribution discount. His spouse also applies for coverage and is approved.

Jack's Monthly Premium:	\$100
Employer Contribution Discount (5%):	- \$5
Spouse/Partner Discount (30%):	- \$35
Jack's Monthly Premium after discount:	\$65

* Notes on Discounts (Applicable in California only):

- *The Employer Contribution Discount is available under both the Defined Advantage and Employee Solutions LTC Programs.*
- *When only one spouse/RDP applies or when only one is approved for coverage, the applicant will receive a 10% Couples Discount; when both apply and are issued policies, each individual receives a 30% Marital/RDP Discount.*

Initial Insurability “Knock-out” Questions

(for most states – see Section IX for California questions)

Note: If applicant answers “Yes” to any part of any question below or does not meet Build Chart or uninsurable medication criteria, coverage will be declined.

1. Within the *past 12 months*, have you resided in or been advised by a healthcare professional to become a resident of a Nursing Home, Assisted Living Facility, Continuing Care Retirement Community, or any other type of Long Term Care Facility; or have you used or been advised by a healthcare professional to use Home Health Care or Adult Day Care services?
2. Within the *past 3 months*, have you used any of the following?
 - Canadian or Elbow Crutches
 - Motorized Scooter
 - Stair Lift
 - Catheter
 - Oxygen Equipment
 - Tracheostomy Supplies
 - Dialysis
 - Quad Cane
 - Ventilator
 - Walker
 - Hospital Bed
 - Respirator
 - Wheelchair
3. Do you *currently* require human assistance or supervision in order to perform any of the following activities: bathing, dressing, eating, getting in or out of a bed or chair, walking, using the toilet, managing bowel or bladder control?
4. Do you have or have you ever been diagnosed or treated by a health care professional as having any of the following:
 - Acquired Immune Deficiency Syndrome (AIDS), AIDS Related Complex (ARC), or a positive Human Immunodeficiency Virus (HIV) test
 - Addison’s Disease
 - Alcohol or Drug (including prescription drug) abuse within the last five years
 - Alzheimer’s Disease
 - Amputation due to Disease (not accident)
 - Amyotrophic Lateral Sclerosis (ALS, also called Lou Gehrig’s Disease)
 - Cancer that is Metastatic, or Chronic Leukemia, or Multiple Myeloma, or Myelodysplastic Syndrome
 - Cardiac Dysrhythmia with defibrillator
 - Chronic Kidney/Renal Disease
 - Untreated Chronic Hepatitis C, Hepatitis D, E or Alcoholic Hepatitis
 - Cirrhosis of the Liver
 - Dementia, Mild Cognitive Impairment, Memory Loss (frequent or persistent), Senility, Organic Brain Syndrome
 - Other Degenerative Neuromuscular Disease
 - Diabetes that:
 - is Type 1 (Juvenile), or
 - is treated with insulin, or
 - has been combined with tobacco use within the past two years, or
 - Diabetes that:
 - has been combined with any of the following conditions: Abdominal Aortic Aneurysm, Cardiomyopathy, Carotid Artery Disease, Congestive Heart Failure, Retinopathy, Transient Ischemic Attack (TIA) or Stroke (CVA)
 - Down Syndrome or Mental Retardation
 - Gastric Bypass or other Weight Loss Surgery within the last two years
 - Hemophilia
 - Huntington’s Chorea
 - Muscular Dystrophy (MD)
 - Multiple Sclerosis (MS)
 - Organ Transplant – completed or recommended by a medical professional but not completed (including bone marrow, but excluding corneal)
 - Parkinson’s Disease
 - Psychosis
 - Schizophrenia
 - Scleroderma (except Morphea)
 - Systemic Lupus Erythematosus (SLE)
 - Transient Ischemic Attack (TIA) or Stroke (CVA) that:
 - occurred within the last 2 years, or
 - occurred more than once, or is combined with Peripheral Vascular Disease or current tobacco use
5. Are you *currently* receiving, or within the past two years, have you applied for Social Security Disability Income Benefits or Medicaid benefits?
6. In the *past two years*, have you applied for other long term care insurance and been declined, postponed, or offered reduced benefits?

Build Chart

The applicant's weight must be between the minimum and maximum amounts on the build chart below for the height of the applicant or coverage will not be offered. This is true even if the applicant qualifies for Simplified Issue underwriting.

<i>Height</i> <i>(in Feet & Inches)</i>	<i>Weight (in Pounds)</i>	
	Minimum	Maximum
4'6"	71	170
4'7"	73	176
4'8"	76	183
4'9"	79	189
4'10"	81	196
4'11"	84	203
5'0"	87	210
5'1"	90	217
5'2"	93	224
5'3"	96	231
5'4"	99	239
5'5"	102	246
5'6"	105	254
5'7"	109	262
5'8"	112	270

<i>Height</i> <i>(in Feet & Inches)</i>	<i>Weight (in Pounds)</i>	
	Minimum	Maximum
5'9"	115	278
5'10"	118	286
5'11"	122	294
6'0"	125	302
6'1"	129	311
6'2"	132	319
6'3"	136	328
6'4"	140	337
6'5"	143	346
6'6"	147	355
6'7"	151	364
6'8"	155	373
6'9"	159	383
6'10"	163	392

II. Guidelines for Non-Employer Associations and Other Offerings

Non-employer associations and other non-employer offerings (e.g. credit union members, unions) do NOT qualify for the LifeSecure OM[®] LTC Multi-life Program.

- These groups default to the LifeSecure 'Individual' (non-Multi-life) offering. The individual application and individual rates are used, including availability of all three rate classes (preferred, standard and sub-standard).
- A 5% Association Discount is available to qualifying associations or other qualified types of non-employer groups. The discount would apply to all three rate classes.
- A qualifying association or other non-employer group must:
 - 1) exist for purposes other than obtaining insurance;
 - 2) have an active membership of at least 200 members; and
 - 3) have by-laws in place for its organization.
- A commission reduction factor of 0.90 1st year and 0.85 years 2+ will apply to non-employer associations and other groups which have the 5% Association Discount.

Note: *All prospective non-employer associations and other non-employer offerings must be reviewed and pre-approved by LifeSecure on a case-by-case basis. Employer associations will be covered under the appropriate LifeSecure OM[®] LTC multi-life program. Please contact your Multi-life Sales Specialist for guidelines on Association pre-approvals.*



III. Employer Prospecting Considerations

Certain employer traits can be strong predictors of a successful Long Term Care (LTC) enrollment campaign. Such characteristics, as outlined below, tend to relate to a higher likelihood for better-than-average participation rates among the employee population. However, some of the characteristics become less relevant when the employer agrees to contribute toward the LTC insurance premium. Use this list as a general guide when prospecting for the most appropriate employer clients.

Average Age

Look for an average age of the employee population of 40 years old or higher.

Average Income

Look for an average salary of the employee population of \$45,000 or higher, which is not too skewed by a concentration of highly compensated executives. You may want to remove the top two or three salaries within the group when calculating the average salary.

Type of Industry

Generally, the following industry types will experience better than average enrollment participation when LTC insurance is offered on a voluntary basis:

- | | |
|---|--|
| <input type="checkbox"/> Publishing, Printing | <input type="checkbox"/> Insurance Agents, Brokers, Service |
| <input type="checkbox"/> Technology | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Communications (Radio, TV, Cable) | <input type="checkbox"/> Medical (Hospitals, Doctors, Home Care) |
| <input type="checkbox"/> Banking | <input type="checkbox"/> Legal Services/Attorney Firms/CPA Firms |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Education – Schools, Colleges |
| <input type="checkbox"/> Securities Brokers, Investment Firms | <input type="checkbox"/> Management, Research, Consulting Services |
| <input type="checkbox"/> Insurance Companies | |

However, many types of businesses can be a great place to offer LTC insurance. The mix of employee demographics, company culture, as well as the visible level of commitment and endorsement from the employer can also be strong predictors of success.

Current Benefits Program

A rich program of employee benefits and strong employer contributions to programs such as medical coverage and retirement plans may provide insights into the availability of employee income for voluntary benefits. A rich benefits program also speaks to the level of employer commitment to its employees. Additionally, high participation rates in other voluntary benefits – such as 30% or more participation in voluntary Life, Short Term Disability or Long Term Disability – can be good indicators of employee willingness to consider and purchase a voluntary benefit. Companies that have experience with other voluntary benefits often know how to implement such programs with more success. They are committed to effective communications and their employee population is often more receptive to the process.

Employer-Paid vs. Voluntary

A participating employer may contribute to the LTC insurance premium for its employees; or, the employer may wish to only offer a voluntary (employee-pay-all) program. Even when the employer is not keen on paying LTC insurance premium for all employees, an executive carve-out (or other defined class) may be a good solution for that employer. There are no discrimination guidelines for LTC insurance within the workplace. LTC insurance can round out a comprehensive executive compensation package and allow the employer to more effectively recruit, retain and reward its top executives. Refer also to the Tax Incentives section within this Handbook.

Presenting LTCi to Your Worksite Client

LifeSecure offers a pre-approved “Solutions for the Worksite” PowerPoint presentation to help make the LTCi sale to your clients. The presentation includes information on:

- Who is LifeSecure
- Why offer LTC Insurance
- Where LTC Insurance Fits In
- Multi-life vs. Group Insurance
- Multi-life OM^{II} LTC Programs
- Online Administration
- HSA/Tax Advantages

Top Ten Questions for Your Worksite Clients

Help persuade your worksite clients to offer LifeSecure LTC insurance to their employees by being prepared with the right questions. Here are some sample questions you might ask during your initial meetings with employers:

1. How many full-time employees do you currently have?
2. How many offices, locations, and/or shifts does your company operate? In which states?
3. What benefits are currently being offered?
4. What percentage does the company contribute to each benefit?
5. Do you offer your employees a Health Savings Account (HSA)?
6. Do you work with multiple benefit brokers? If so, who are they?
7. Did you know LTC insurance (LTCi) is now a core benefit offered by many employers? Have you ever offered LTCi to your employees?
8. LTCi could be the missing link in your benefits package. Did you know that it can help with employee retention when offered as part of a total benefit compensation package?
9. Would you be interested in an LTCi offering that provides simplified issue underwriting with individual policies that are portable?
10. Did you know LifeSecure offers online applications, group administration and list-bills?

IV. Multi-life LTC Proposal Tool

A straightforward Multi-life LTC Proposal Tool is available for providing various plan design options to your employer prospects and outlining costs for each employee.

Click on the **LTC Proposal Tool** menu item located under “Multi-life Tools” in your Agent Portal.

A customized proposal and quotes may be run using your client’s census (if available) or for all ages 18–79*. The Multi-life LTC Proposal Tool allows you to quote up to three LifeSecure LTCi plan designs, side-by-side. You determine the Benefit Bank and Monthly Benefit, and also elect to include or exclude optional benefit riders in the rate quote for your client.

* *Simplified Issue is available for applicants through age 65.*

Premiums generated by the Multi-life LTC Proposal Tool are for illustrative purposes only.

Note: *To run rate quotes for your clients, you must have the latest version of MicroSoft Silverlight installed on your computer. Silverlight is a free download which can be easily installed onto your computer in a matter of minutes. You may be automatically prompted to install Silverlight the first time you open the Multi-life LTC Proposal Tool.*

Multi-life Proposal Tool

LifeSecure®

Cover Page | Plan Choices | Rates Illustration | Proposal Output | Help | About

Load Saved Proposal | Delete Saved Proposal

Prepared By:

Agent Name: Proposal Date: 15

Agency Name:

Address:

City: State: Zip Code:

Phone Number: Ext:

Prepared For:

Emp/Assc Name:

Quote State:

Next

V. Pre-Qualification + Worksite Portal Set-up Process

Prior to accepting applications, you must pre-qualify each worksite client and set up its LifeSecure web portal. To access the online Pre-Qualification Form, log into your Agent Portal at **www.YourLifeSecure.com**, click on “Multi-life Tools” then select “Pre-Qualification Form” to provide information to your worksite client. The form must be submitted electronically.

General Information Requirements

- Type of industry
- Location(p) of employees
- Employer & billing contacts
- Enrollment period & effective date
- Communications and marketing campaign (for voluntary offerings)
- Billing format, type and payroll frequency – For information on list-bill for employees and their spouses, please refer to *Agent LTC Field Underwriting Guide*.
- Anticipated enrollment
- Electronic file of the company’s logo (for the Worksite web portal)

Note: *For groups with employer contribution, you will also need to specify the type of employer contribution:*

- *Defined premium amount*
- *Defined percent of premium*
- *Defined plan design*

*The Worksite Web Portal**

A custom Worksite web portal will be set up for each qualified employer. The portal allows employees, as well as spouses and family members, to review plan information, access decision-support tools, obtain personal quotes and submit an on-line application.

* *Online self-serve applications not available in Florida*

VI. Tax Incentives

It is important to help employers understand the tax incentives related to the purchase of long term care insurance. Incentives are offered by the federal government, as well as by a growing number of states.*

Your client may enjoy one of the tax advantages listed in the chart below when paying for LTC insurance premiums. Under any option, the amount of LTCi premium that can be deducted or reimbursed is limited by the amounts shown in the table below.

Attained Age Before Close of 2014	Maximum Amount Per Individual	Maximum Amount Per Couple
40 or less	\$370	\$740
More than 40 but not more than 50	\$700	\$1,400
More than 50 but not more than 60	\$1,400	\$2,800
More than 60 but not more than 70	\$3,720	\$7,440
More than 70	\$4,660	\$9,320

Note: The 2014 per diem limitation is \$330.

Source: IRS Revenue Procedure 2013-35 (2014 limits)

Itemize Income Tax Deductions

Individuals may deduct their medical expenses, including LTCi premiums, to the extent that the total exceeds a percentage of their Adjusted Gross Income (AGI) – see chart below.

Age	% of AGI that Medical Expenses Must Exceed
64 and under	10%
65 and over	7.5%

* Check applicable state(s) for current tax incentive information.

Health Savings Account (HSA)

Clients with Health Savings Accounts (HSA) may reimburse themselves with funds from the HSA for LifeSecure LTCi premiums paid. They would simply write themselves a check (or checks) from the HSA for the dollar amount they wish to be reimbursed (see table on previous page for maximum amounts). This is a great way to use pre-tax dollars to pay for coverage.

Cafeteria Plan

LTCi premiums cannot be purchased with pre-tax dollars under an employer-provided cafeteria plan. However, LTCi premiums may be paid through an HSA that is offered under an employer-provided cafeteria plan.

C-Corps

C-Corps can benefit from complete (100%) deductibility of the tax-qualified long term care insurance premiums as a business expense. Long Term Care Insurance (LTCi) can be purchased for employees and owners.

- Premiums are not included as part of the employees gross income
- Coverage can be offered to spouses/domestic partners and retirees
- Payroll taxes are not required for premiums paid
- Executive carve-outs may be established to pay all or a portion of the premium for key employees

S-Corps Partners or More Than 2% Shareholders

- Premiums paid for an owner are included in individual gross income.
- A self-employed health insurance deduction can be taken for tax-qualified LTCi premiums paid. LTCi premiums are considered a medical expense and are subject to the IRS age-based limits found in the first chart on the previous page.

Self Employed Individuals

Self employed individuals can deduct tax-qualified LTCi premiums as a trade or business expense similar to traditional health and accident insurance premiums. A tax deduction is allowed for the self employed individual, for his or her spouse and other tax dependents. The annual deductible maximum for each covered individual is subject to the IRS age – based limits found in the chart on the previous page.

LifeSecure and its agents do not offer tax or legal advice. You should consult an independent tax or legal advisor to confirm the tax status of long term care premiums and long term care benefits.

VII. Worksite Communications

Voluntary benefit plans require effective communications to the employee population. The communications should include education and awareness as well as a clear, call-to-action to learn more or to attend a meeting with a qualified agent. Assess the most common communications vehicles used by your client today and determine which are most effective. A few questions to consider are:

1. Does the employer communicate with employees via electronic or paper-based media or both?
2. Will some or all of these communications channels be available to promote the LTCi offer?
3. Will the employer allow employees to attend educational or one-on-one sessions with an agent during business hours?

Steps to Worksite LTCi Benefit Implementation

- 1. Provide Proposal based on Worksite Census**
- 2. Complete On-line Pre-Qualification Form in Agent Portal**
- 3. Worksite Case Approved; Number Assigned**
- 4. Work with Client to Design Communication Plan for Worksite; Orders Materials**
 - At how many locations can I/we present?
 - Seminars and/or webinars – will employee attendance be mandatory or optional?
 - Show sample materials and LifeSecure LTC video to client
 - Payroll schedule for stuffers (if employer distributes paper paychecks)
 - Endorsement email or “G-memo” (with link to video)
 - Additional emails or mailings
 - Identify locations for posters/flyers
 - Obtain employer’s logo for worksite portal and /or co-branding materials
 - Determine if materials require approval by corporate/management
- 5. Application Period**
 - 30 Days
 - 60 Days
 - 90 Days
- 6. Underwriting and Policy Issuance**

Communication Plan

A communication plan should be based on worksite size – EDUCATION and AWARENESS are key to success!

Application Period		
< 10 Employees	10 to 75 Employees	> 75 More Employees
30 Days	60 Days	90 Days
<ul style="list-style-type: none"> • Employer Announcement • Flyer • Onsite Educational Session 	<ul style="list-style-type: none"> • Employer Announcement • Email Messages (1-2) • Payroll Stuffer (1) • Posters/Flyers • Onsite Educational Session or Webinars 	<ul style="list-style-type: none"> • Employer Announcement • Emails Messages (2-4) • Payroll Stuffers (2) • Posters/Flyers • Onsite Educational Session or Webinars

Marketing Materials

Customizable marketing materials are available for any size worksite and can be ordered through your Multi-life Sales Specialist

- Employer Announcement (endorsement of LTC benefit offer) – letter or email format
- Email Messages & Postcards
- Posters & Flyers
- Payroll Stuffers

Please allow 7 to 14 business days prior to the start of enrollment to customize, print and ship materials for your pre-approved case.

Employee Meetings

Agents can offer an educational session that includes:

- **Who is LifeSecure?**
- **Common Myths about Long Term Care (LTC)**
 - What it is and what it is not
 - Why be concerned about LTC
 - How much does it cost

- **The LifeSecure LTC insurance plan**
 - Standard Features
 - Optional Riders
 - Other Resources
- **Receiving benefits and the claims process**
- **Why purchase now?**

Important Reminders

- Be available to answer questions, provide product information (sales brochures) and schedule one-on-one meetings with employees and their family members, as needed.
- Promote on-site information sessions (or webinars for multi-locations) via posters, flyers and emails.

Web Portals

Employers/Worksite Administrators – access monthly list-bills, assist with monitoring their worksite’s business and access resources online

Employees – quote, apply and access resources online

VIII. Sales Materials & Online Tools for You & Your Client

This section provides an overview of the sales materials and online tools available for you and your multi-life LTC clients. Each of these materials can be viewed, downloaded and/or ordered online through your Agent Portal at **www.YourLifeSecure.com**.

- To download Consumer and Employer Materials, click on “DOWNLOAD e-files from PDF Library” located under the “Resources” menu.
- To download Agent Materials, click on “Agent Sales Support Tools” located under the “LifeSecure University” menu.
- To download Multi-life Materials, click on “Multi-life Tools for Agents” located under the “Multi-life Tools” menu.
- To order printed copies, click on “Sales Materials” located under the “Resources” menu.
- To customize marketing materials for a multi-life LTC group, contact your LifeSecure Multi-life Sales Specialist.

Note: Availability and/or versions may vary by state.

Agents – General Materials

- Agent LTC Field Underwriting Guide
- Producer Compliance Manual

Agents – Multi-life Materials

- LifeSecure OM^{II} LTC Multi-life Program Overview Brochure
- Top 10 Reasons to Sell LifeSecure OM^{II}

Employers

- LTC Proposal – (under Multi-life Tools in Agent Portal)
- Employer Brochure
- Endorsement Messaging
- Sales Presentation

Consumers – General Materials

- Plan-at-a-Glance Flyer
- Common Myths about LTCi Flyer
- Product Overview Brochure
- Large Consumer Brochure
- Educational LTC Presentation
- Shoppers Guides
- Application & Regulatory Forms for Individuals, Associations and Other Non-employer Cases

Consumers – Multi-life Materials

- Worksite Communication Templates (Emails, Flyers, Posters, Postcards, Payroll Stuffers)
- Worksite Portal – Online/Self-serve Application
- Application & Regulatory Forms for Worksite Employees

IX. Important Information

California Differences

Certain components of the LifeSecure OM^{II} LTC Multi-life Program are unique to California, as noted throughout this Handbook. See below for a summary of the differences and important details.

“Actively-at-work on a full-time basis” means that he/she:

- is a W-2 employee (i.e., not a contractor) receiving a regular wage or salary, and
- is regularly scheduled to work 20 or more hours per week, and
- was working at his/her usual place of employment on the last regularly scheduled work day before signing the application.

NOTE: *In California, the following “Actively-at-work” requirement applies only to spouses/RDP, not to employees. (For other states, this requirement applies to spouses/partners and employees).*

- He/she has not been absent from work due to illness or injury for more than 5 days during the 30 days prior to signing the application or during the time he/she has been employed by his/her employer, if less than 30 days.

Employer Contribution Discount

A 5% discount is available under both the Defined Advantage and Employee Solutions LTC programs. *(For other states, the discount is available only under the Employee Solutions).*

Couples/Marital Discount

When only one spouse/RDP applies or when only one is approved for coverage, the applicant will receive a 10% Couples Discount; when both apply and are issued policies, each individual receives a 30% Marital/RDP Discount. *(For other states, the 10% Couples Discount is not available).*



Initial Insurability “Knock-out” Questions (for California)

Note: If applicant answers “Yes” to any part of any question below or does not meet Build Chart or uninsurable medication criteria, coverage will be declined.

1. Within the past 12 months, have you resided in or been advised by a healthcare professional to enter:
 - Nursing Home
 - Residential Care Facility
 - Other Type of Long Term Care Facility

2. Within the past 12 months, have you used or been advised by a healthcare professional to use:
 - Home Health Care services
 - Adult Day Care services

3. Do you currently use the following:
 - Walker
 - Hospital Bed
 - Wheelchair
 - Quad Cane
 - Dialysis
 - Motorized Scooter
 - Oxygen Equipment

4. Do you currently require human assistance in order to perform any of the following activities: bathing, dressing, eating, getting in and out of a bed or chair, walking, using the toilet, managing bowel or bladder control?

5. Do you have or have you ever been diagnosed or treated by a healthcare professional as having any of the following:
 - Amyotrophic Lateral Sclerosis (ALS, also called Lou Gehrig’s Disease)
 - Systemic Lupus Disease
 - Alzheimer’s Disease
 - Dementia
 - Senility
 - Mental Retardation
 - Psychosis
 - Stroke (CVA) within the past 5 years
 - Multiple Sclerosis (MS)
 - Muscular Dystrophy
 - Parkinson’s Disease
 - Acquired Immune Deficiency Syndrome (AIDS)
 - AIDS Related Complex (ARC)
 - Positive HIV Test
 - Metastatic Cancer
 - Type 1 (Juvenile) Diabetes
 - Diabetes – treated or controlled with insulin for greater than 15 years
 - Diabetes – treated or controlled with greater than 49 units of insulin per day
 - A Transient Ischemic Attack (TIA) within the last 2 years
 - Multiple Transient Ischemic Attacks (TIA) within the past 5 years
 - Chronic Kidney Disease
 - Chronic Renal Disease
 - Huntington’s Chorea
 - Cirrhosis of the Liver
 - Organ Transplant
 - Amputation due to disease (not accidental)

6. Are you currently receiving:
 - Disability income
 - Workers Compensation
 - Social Security disability income (not survivorship benefits)
 - Federal or state disability payments

About LifeSecure

Founded in 2006, LifeSecure Insurance Company is a wholly-owned subsidiary of an \$13 billion health insurance corporation that serves over 5 million members. LifeSecure is dedicated to providing uncomplicated insurance solutions to help people protect themselves from unforeseen health-related risks and expenses. Our guiding business philosophy is focused on delivering “easi”: expertise, accessibility, simplicity and innovation to our customers.



www.YourLifeSecure.com