



Trusted Senior Home Care

# Cincy Senior Corner

August/2011

Your Free Monthly Publication



## Long-term Coverage Can Ease Care Worries

How do you plan for the unknown?

For many, purchasing long-term care insurance gives peace of mind. It can pay for personal care to ease a physical illness, a disability, or a cognitive impairment such as dementia. Some find coverage allows them to stay at home, provides a sense of independence and dignity, and helps maintain quality of life.

### Reduces burdens

According to Karen Rosenthal, an independent long-term care insurance specialist, most people pay for coverage to reduce physical, emotional and financial caregiving burdens on family members. They also want to protect their financial assets.

"Typically, people don't think about this issue unless they've seen the pain in their own families," Rosenthal says. The pain can be caused by a crisis, such as a stroke, or gradually, as with dementia.

Rosenthal says the biggest misconception about long-term care coverage is cost: People overestimate what it will cost, but underestimate what care will cost without coverage. Another misconception? "It can be needed at any age," she points out. About 40 percent of long-term care services are for people under age 65.

### Choosing coverage is a personal choice:

- Consider life expectancy (family history), health (whether the individual already faces health problems or if chronic or debilitating conditions run in the family), gender (women generally live longer than men), and family members (whether a spouse or adult children can help).
- Consider the financial implications. Coverage costs less if enrolled at a younger age and while the purchaser is healthy, yet premiums need to be paid if income drops and into retirement.

Insurance carriers design long-term care insurance based on consumers' changing needs. "There are new features and benefits coming out all the time," Rosenthal says.

Cost is based on the age and health of the purchaser, as well as the type and amount of services to be provided. A policy may cover home health aides; homemaker services; skilled services from a nurse or physical, occupational or speech therapist; licensed social worker, or registered dietician. Or a policy may have a specific benefit period or lifetime benefit maximum.

### Our advice

- Think about the need for long-term care insurance for you, a family member or a client. Discuss the pros and cons with a reliable adviser like Karen. She can be reached at (513) 821-5824 or (513) 236-6111.
- Approach the purchase of long-term care insurance in the same way you evaluate medical, car or homeowners insurance. You may need coverage some day, and there are many options and price points. "It's just having a plan," Rosenthal says.

**A Caring Choice Releases Video** - Family members explain why they trust A Caring Choice.

[Click here](#) to view the video now on our website.

**Available Help:** If you have questions regarding what type of non-skilled services are available and how to pay for them, call us at 513-574-4148.

A Caring Choice provides In-Home Care Services to enable Cincinnati's elderly to safely remain in their homes. Services are personalized, affordable, available 7 days per week - 24 hours per day and include: cooking, cleaning, laundry, transportation, personal hygiene assistance, companionship and medication reminders.

**A Caring Choice, Inc. - 2010 & 2011 Cincinnati Regional Chamber "Small Business of the Year" Finalist**

Trusted Care for Those You Love: **Call (513) 574-4148**

More Information: [www.acaringchoice.com](http://www.acaringchoice.com)

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