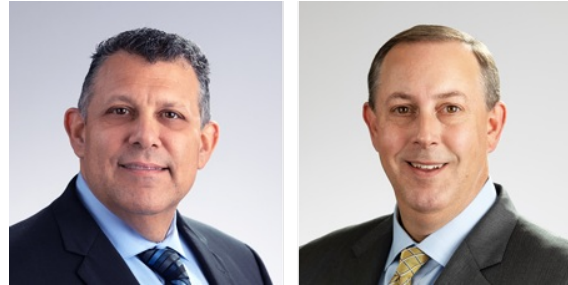




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Dear Clients, Colleagues and Friends,

We recently had the pleasure of attending several industry events, including NAPFA's Spring Conference in Austin, Texas. There, we had the opportunity to talk with numerous financial advisors and hear what is most on their minds. These were our top three takeaways:



**Hybrid/Asset-Based LTCI Plans Take Center Stage**

Advisors continue to be most interested in hybrid/asset-based LTCI plans and the many options they offer. It's the question we're most frequently asked, and of course, we're always more than ready to answer.

**LTCI Premium Discount for NAPFA Members**

Advisors were eager to hear more about Mutual of Omaha's new LTCI premium discount for NAPFA members- an exclusive offer we are happy to help arrange. If you're not a NAPFA member, but belong to another association or a multi-employee firm, ask if we can arrange a discount for you.

**Interest in Our LTCI Claims Service**

Lately, we've been broadcasting the fact that we handle LTCI claims as a service, both for our clients and on a consultation basis. Advisors love the idea of handing off their clients' claims to a qualified LTCI expert- see our article below.

It's always valuable to catch up with associates in the conference environment. But if you have any LTCI questions or a case you'd like to discuss, don't wait for the next conference- give us a call at 800.533.6242.

Sincerely,

Brian I. Gordon, CLTC  
President  
[brian@magaltc.com](mailto:brian@magaltc.com)

Peter R. Florek, CLTC  
Vice President  
[peter@magaltc.com](mailto:peter@magaltc.com)

# There's an **ART** to Getting LTCI Claims Paid



For more than four decades, we've been acting as a liaison between clients and carriers, ensuring their LTCI claims get paid. It's not a particularly simple process, and with LTCI claims now at an all time high, we're getting many questions about how it's done.

On that note, we're excited to attach a copy of our new article, "How your clients can make a successful long-term care claim," which is featured in this month's NAPFA Advisor. We have permission to share it with you.

[We hope you'll check it out.](#)



In addition, Brian has been invited to speak on this topic at NAPFA's fall conference in Chicago. His topic: "Managing a Client's Expectations during the Claim Process for a Long Term Care Event." Managing expectations is a big part of what we do.

In the meantime, if one of your clients needs help with an LTCI claim, please keep in mind that we offer this as a consultation service- regardless of who wrote the policy and under which carrier. It lifts a heavy burden off a family's shoulders at an already difficult time.

## Memory Care Services on the Rise

Recent surveys indicate that memory care programs and facilities are multiplying in response to increased demand. We recently attended an educational services event held by Elderwerks- a not-for-profit in the Chicago area that helps seniors with housing and planning- and that was the message heard loud and clear.

Not only are new memory care facilities being built, but existing senior living facilities and nursing homes are expanding their memory care units. Even homecare agencies are offering more specialized care tailored to Alzheimer's and dementia patients.

Of course, the cost of memory care is higher than other forms of long term care. The average life expectancy for someone with Alzheimer's is 8-10 years from the date of diagnosis. For example, Ronald Reagan lived 10+ years after his Alzheimer's diagnosis.

Yes, long term care insurance covers Alzheimer's disease and other forms of dementia. In fact, Alzheimer's is the leading cause of LTCI claims for people 65-and older- yet another excellent reason to have LTCI.

## Hold an LTC Webinar for Your Staff...on Us

You already know we offer CE webinars for financial advisors, accountants and attorneys. But did you

know we present customized webinars to medium and large firms? If your employees could benefit from knowing more about long term planning, consider holding a one-hour lunch-and-learn for your staff.

Our webinars aren't just for advisors and HR professionals, but for your entire administrative staff. We find employees are eager to learn and ask thoughtful questions during these events.

We offer a choice of two CFP®-Approved CE webinars for 2019:

- **LTC Planning: What a Financial Planner Should Know about Stand Alone & Asset-Based LTCI, and**
- **LTCI Combo Plans: Why Financial Planners are Recommending Asset-Based Life/Annuity LTCI**

You can choose one of these topics or request an LTC-related topic that's particularly important to your business.

Of course, your staff can always attend our open webinars, too. We will be holding our next set in September, to be announced in a future newsletter.

We offer CE webinars as a courtesy to clients and colleagues. However, as you might imagine, we do book up fast. So, if you are interested, please call 800.533.6242 or [email Jolene](mailto:jolene@magafirm.com) without delay.

## Look for Us in Terry Savage's Upcoming Book

For years, personal financial expert and author Terry Savage has referred to us as her "Long Term Care advisor." We not only serve as her personal LTCI agent, but have provided her with LTCI intel and case studies for several of her books, including her most recent, "The New Savage Number."

Terry is working on a new book for consumers, and we're pleased to say that Brian assisted her once again. What's different this time around: more focus on asset-based hybrid plans, reflecting changes in the LTCI market.

We'll keep you posted regarding its publication!

## We're Here to Help

Please contact us with questions, comments, or even just to say hello.



- The MAGA Team -

## - Praise for MAGA -

"MAGA, Ltd. is an important resource that helps me meet the needs of my clients. I value their expertise regarding long term care insurance, their access to multiple insurers, and their commitment to do what's best for the client. I appreciate their professionalism, excellent response time, and follow-through.

*My professional relationship with MAGA not only helps me better serve my clients but contributes to my success as a financial planner."*

- Linda Y. Leitz, CFP, EA  
President  
Peace of Mind  
Financial Planning, Inc.

"MAGA Ltd. has been invaluable to our practice when helping clients prepare for long term care costs. We appreciate their review of inforce policies--and we count on MAGA to keep us up-to-date. They've worked with NAPFA members for many years and service is always excellent."

Carolyn McClanahan, M.D., CFP®  
Life Planning Partners, Inc.

"Thank you for helping Mrs. B. get approved to receive LTC benefits. We appreciate the support, guidance and advice you gave us. You're a pleasure to work with. Once you were involved, I knew we were in good hands."

-Debra Lapin, LCSW  
Community Relations,  
Belmont Village of Buffalo Grove

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- \* Consumers
- \* Employers & Professional Groups
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highly-rated insurance carriers in order to serve our clients' best interests.

Ask us about stand alone LTCI & asset based/hybrid plans.

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