

Group LTC Case Studies

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POWERED BY  **LTCI**
PARTNERS, LLC

Case Study #1: 100% Voluntary Offering

About the Client	Enrollment By the Numbers
<p>Industry: Financial Services</p> <p>Eligible Employees: 3,209</p> <p>Average Age: 47</p> <p>Average Salary: \$106,000</p> <p>Background:</p> <ul style="list-style-type: none">▪ Northeast-based firm with multi-state branch offices▪ C-Suite executive was advised by their financial planner to buy long-term care insurance▪ No existing group LTCI plan for employees <p>Solution:</p> <ul style="list-style-type: none">▪ Implemented a voluntary group LTCI plan▪ Simplified issue underwriting for employees	<p>Enrollment Period: 5 weeks</p> <p>Number of Applications: 779</p> <p>Total Participation: 24.3%</p> <p>Enrollment Communication: 8-part email campaign 6 webinars (138 attendees) 4 onsite meetings (167 attendees) Online enrollment system Live chat Call center support with salaried enrollment consultants</p> <p>Inbound Email Inquiries: 42</p> <p>Inbound Calls: 303</p> <p>Average Enrollment Age: 51</p> <p>Average Monthly Premium: \$101.07</p> <p>Key Factors: Off-cycle enrollment Embraced our best practices enrollment and communication campaign</p>

Case Study #2: Employer-Funded Base Plan

About the Client

Industry: Talent Acquisition

Eligible Employees: 273

Average Age: 38

Average Salary: \$81,000

Background:

- Chicago-based firm
- Paternalistic company culture
- An HR employee experienced a long-term care event with family, the same for several employees

Solution:

- Implemented a “defined contribution” group LTCI program
- Simplified underwriting for actively-at-work employees and spouses
- Employer-Funding:
 - Executives: 75% of premium up to a \$150 Daily Benefit
 - Employees: 50% of premium up to a \$50 Daily Benefit

Enrollment By the Numbers

Enrollment Period: 5 weeks

Number of Applications: 25

Total Participation: 9.2%

Enrollment Communication: 6-part email campaign
6 webinars (73 attendees)
Online enrollment system
Live chat
Dedicated call center support with salaried enrollment consultants

Inbound Email Inquiries: 15

Inbound Calls: 58

Average Enrollment Age: 40

Average Monthly Premium: \$75.78

Key Factors: Off-cycle enrollment
Embraced our best practices enrollment and communication campaign

Case Study #3: Executive Carve-out (employer-funded)

About the Client

Industry: Technology

Eligible Employees: 751

Average Age: 45

Average Salary: \$78,000

Background:

- Southwest-based firm with multi-state remote employees
- Previously offered an employer-funded executive carve and voluntary group LTCI plan but the carrier discontinued sales of new policies

Solution:

- Implemented a new executive group LTCI program and extended a voluntary offering to all existing and new employees.
- Employer-funded 100% of premium for executives without coverage based on pre-determined benefit amounts
- Simplified underwriting for actively-at-work executives, employees and spouses

Enrollment By the Numbers

Enrollment Period: 4 weeks

Number of Applications: 77

Total Participation: 10.3%

Enrollment Communication: 6-part email campaign
4 webinars (102) attendees
Online enrollment system
Live chat
Dedicated call center support with salaried enrollment consultants

Inbound Email Inquiries: 24

Inbound Calls: 127

Average Enrollment Age: 48

Average Monthly Premium: \$95.83

Key Factors: Off-cycle enrollment
Embraced our best practices enrollment and communication campaign