



You'd do anything to
protect the ones you love.

And we're ready to help.

New York Life Insurance Company

ICC15-1640638



The Company You Keep®

Decisions you make today may affect someone you love tomorrow.

There's a good chance many of us could one day have 80 or 90 candles on our birthday cakes. With the possibility of living a long life comes an increased likelihood of needing assistance, or what is commonly referred to as long-term care. Very few people have a good plan. With the right measures in place, the emotional, physical and financial strain of providing that care doesn't have to all fall on your loved ones.



What is long-term care?

Long-term care is ongoing assistance someone needs to do basic daily activities as the result of a chronic health challenge or cognitive impairment. These various home, community-based and facility services are generally not covered by private health insurance or government programs.

Why should I create a plan?

You may not want to think about growing old. We don't blame you! But you've got a lot of living left to do. You may think, 'I'm healthy, it won't happen to me.' We hope you are right, but have you thought about the potential down side if you are not? If you do need care, consider how that could affect your financial situation and your family, who may have to make personal sacrifices to provide or pay for your care. The majority of Americans over 65 will at some point need care for an extended period of time¹, so factoring long-term care into your plans makes good financial sense.

What role can long-term care insurance play in protecting me and my family?

Long-term care insurance is a tool that provides you with a dedicated source of funding for long-term care costs. It reimburses the policy owner for qualifying expenses.

1. U.S Department of Health and Human Services, <http://longtermcare.gov>, 2014

Planning for long-term care.

Benefits for you. Benefits for your loved ones.

Peace of mind.

You probably want your golden years to be as relaxing and worry-free as possible. Knowing that your long-term care planning needs have been addressed can be a tremendous source of comfort—not only to you, but to your loved ones as well.

Flexibility.

Long-term care insurance (LTCi) keeps your care options open. If care is needed, most people prefer to receive it in a setting where they are most comfortable—their own home. Fortunately, our LTCi policy includes coverage for you to stay in your home. This valuable benefit gives you the opportunity to keep your same routines, remain in a familiar setting and stay in close proximity to family and friends.

Additionally, our policy covers a wide variety of services provided in external settings, including Adult Day Care Centers, Assisted Care Living Facilities and Nursing Facilities. If facility care is needed, our coverage gives the policyholder and their family more options and greater control over where care is provided.

Asset Protection.

Many people spend their lives saving money and building assets that will help them support their lifestyle while they are working and in retirement—but few protect that money and assets. A long-term care need can disrupt the best laid financial plans by causing you to have to use money set aside for other purposes to pay for care. Without a plan in place, your family may have to make decisions on your behalf about how to pay for care, which may include selling off assets.

Transferring part of the risk of long-term care costs to an insurance company may help keep your plans intact. Because it reduces the need for a 'just in case' fund, having coverage may also free up your money for other purposes such as travel, entertainment and other retirement expenses.



Who benefits from long-term care planning?

You do.

Your spouse or partner does.

Your children and their families do.



How would you pay for long-term care?

Government programs:

Limited long-term care services may be covered by government-run programs such as Medicare and Medicaid, but these programs have strict qualification rules and limited coverage.

Self-insuring:

Long-term care services are not generally covered by private health insurance which may force you to pay costs out-of-pocket. Long-term care can be quite expensive and may quickly deplete assets. Based on national averages, 2 years of home care, 1 year in an assisted care living facility and 1 year in a nursing facility could cost as much as \$191,000.²

Long-term care insurance:

Simply put, long-term care insurance provides you with added peace of mind and asset protection by allowing you to transfer part of your risk to an insurance company. In exchange for a recurring premium, it provides reimbursement of qualifying long-term care expenses, should you one day need help with two or more activities of daily living³ or supervision due to a cognitive impairment. For additional premium, you can add an optional inflation rider to ensure your benefits grow over time as care costs increase. Once you qualify for claim, simply submit your receipts to be reimbursed for services covered by the policy, which may include care provided in your own home by a family member or friend.⁴

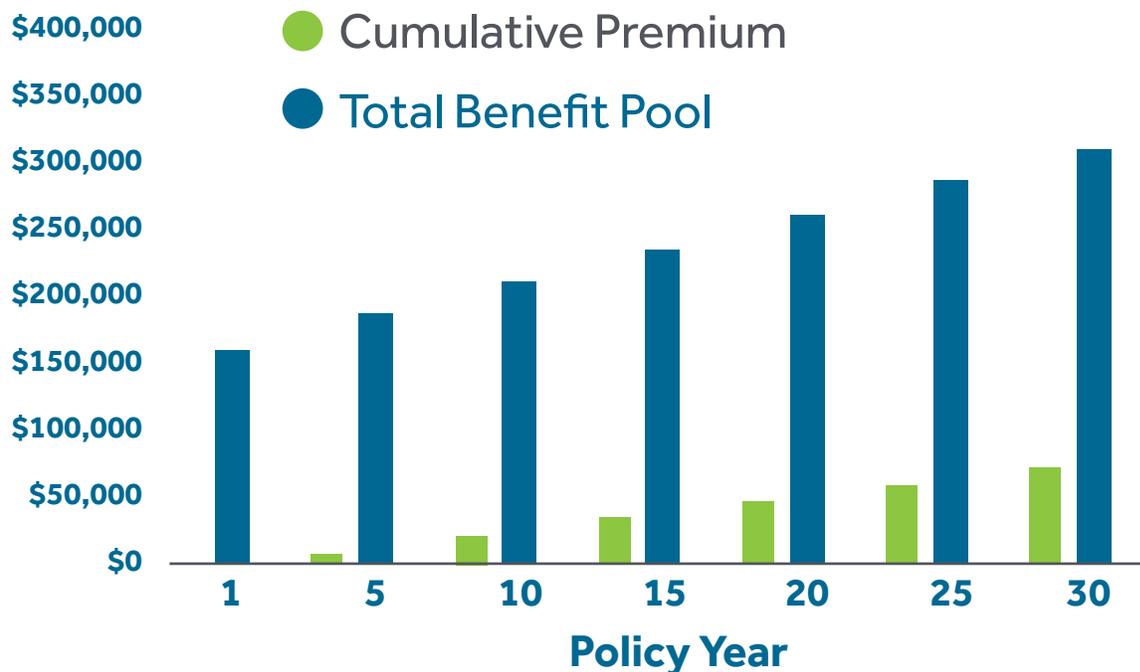
2. Example based on average 2014 New York Life Cost of Care figures for 20 hours per week home care at \$22/hour, \$4,139 per month for a one bedroom unit in an assisted care living facility and \$95,707 per year for a private room in a nursing facility.

3. The Activities of Daily living are dressing, eating, continence, toileting, transferring (getting in and out of bed or chair), and bathing.

4. The caregiver cannot be the insured's partner, as defined by the policy.

A closer look at the value of long-term care insurance over time.

Virginia, 53, is married with two children. Her husband is 6 years older and she sometimes thinks about what might happen if she outlives him and needs a little help with everyday tasks as she ages. She doesn't want her children to have to take care of her and has about \$2,300 per year available to set up a funding source for future long-term care needs. She meets with her New York Life Agent to explore the benefits of long-term care insurance. For her desired annual premium, her Agent shows Virginia the growing pool of benefits she'll have available to her over the life of her policy.⁵



5. This is a hypothetical example. Example based on a 53 year old female, preferred rate class, \$150/day, 100% home care, 3 years, 90 day waiting period, 3% simple inflation (inflation riders are available for additional premium). Example assumes her partner also applies and is approved resulting in a 25% partners discount. Numbers have been rounded. Annual premium of \$2,343 assumes no policy changes or inforce increases. Not all benefit options are available in all states and rates may vary by state. Premium rates may increase.

How much coverage is the right amount?

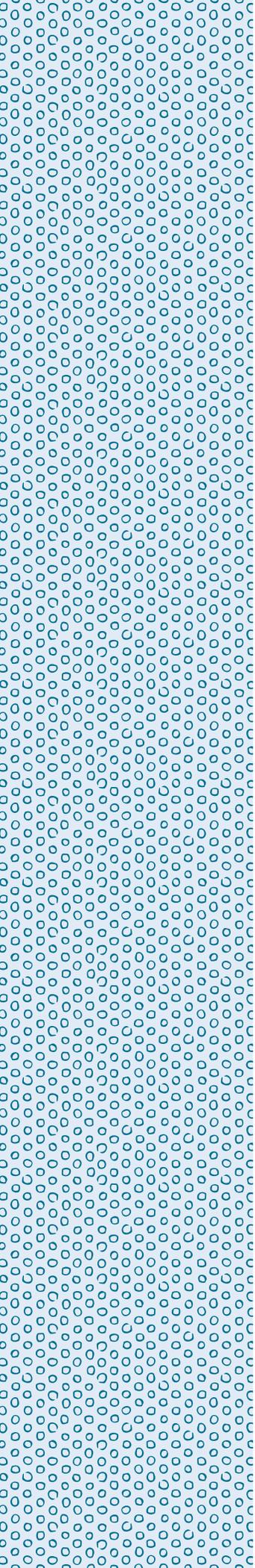
Everyone's needs are different and there are different approaches to long-term care planning. You can discuss what's most appropriate for you with a New York Life Agent. Remember, a little coverage can go a long way and you can use a combination of planning methods to achieve your goal.

What are the key decisions in designing a policy?

The cost of long-term care insurance is based on your age and health when you apply, as well as how much coverage you want and the benefit levels and options you choose. There are five basic policy components which you select at the time of purchase:

- 1 Daily benefit amount:**
The maximum daily amount reimbursed for facility care.
- 2 Benefit period:**
The minimum number of years you want to receive benefits.
- 3 Home and community-based care maximum daily benefit:**
Expressed as a percentage of your daily benefit amount, this provides you with coverage for the assistance you need to remain in the comfort of your home.
- 4 Waiting period:**
The number of days of paid services you must receive before benefits become payable.
- 5 Inflation protection:**
A tool that helps your policy retain or even grow its value over time to keep pace with the cost of care.⁶

6. Inflation protection is available at an additional cost. Options may vary by state.



Why now?

The time to plan for long-term care is now. The cost of purchasing a policy is based on your age and health and the longer you wait, the more the price increases. It's important to obtain coverage when you are younger and healthier and more likely to be approved.⁷

Why choose New York Life?

New York Life Insurance Company has been in the business of serving people and preserving their dreams since 1845. Along the way, our guiding principles of financial strength, integrity and humanity have seen us through many market ups and downs. In addition to being a fiscally responsible partner, we're a company that cares—made up of people who are a lot like you. We're working hard to meet life's responsibilities and to build our own futures. We know what's at stake and we'll continue to be there for you when you need us most.

Let's get started.

New York Life is a leader in providing long-term care funding options. We can help you create a customized solution to address your specific needs and budget. Talk to your Agent or visit newyorklife.com to find out more.

7. All LTCi applicants are subject to underwriting.

The purpose of this material is solicitation of insurance. An insurance Agent may contact you. NYL Secure Care is issued on policy form ICC14- LTC6. The policy has exclusions and limitations. For costs and complete details of the coverage, contact your Agent or the company. A medical exam may be required.



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