

Helping Clients Plan a Personalized Long-term Care Strategy

This presentation will show you ways to have positive LTC discussion with clients, and help them feel more in control of their future should LTC needs arise. We will discuss how to help a client imagine their ideal choice for care services, including “outside the box” care ideas. We will also discuss how various options for funding care may fit in to the client’s overall strategy and how LTC benefit payment choices can fit into a client’s care plan. Our discussion will include:

- How aging in America is affecting the need for LTC
- 3 steps that will help a client personalize their own LTC strategy
- LTC planning considerations with blended families, domestic partnerships, and clients with no children
- What clients should look for in a funding solution
- Elder Care checklist
- Best practices for being prepared at claim time

DATE Thursday, August 30, 2018

TIME 2:00 PM - 3:00 PM EST

[Register Now](#)

REGISTRATION DETAILS

Dial-in number:

+1 (213) 929-4212

Access Code: 691-208-057

REGISTRATION LINK

<https://register.gotowebinar.com/register/3162235415788994563>

PRESENTED BY

Shawn Britt, CLU, CLTC

Director, Long-term Care Initiatives, Advanced Consulting Group, Nationwide

Known at Nationwide for her extensive work with the Long-term Care rider and the LTC hybrid solution marketplace, Shawn Britt has been a major influence in promoting the need for long-term care and development of Nationwide’s LTC product solutions. She has been widely published and credited as a source on the subject of long-term care for publications such as *The National Underwriter*, *Insurance News Net* and the *Wall Street Journal*. She is a frequent presenter and key-note speaker at numerous industry events and conferences and has served as an adjunct professor at The Ohio State University, lecturing on long-term care.

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