

LeadingAge

PATHWAYS

Next Steps Meeting to Explore State Level
Plan that Foster LTSS Financing Reform

LTSS Pathways Ohio—Composed of private and public cross-sector stakeholders convened in June-August 2016 to:

- ▶ Review the national and state landscapes re: LTSS needs, costs, trends and budgetary implications;
- ▶ Learn about potential federal responses;
- ▶ Explore potential state-level responses;
- ▶ Discuss interest in pursuing state-level action

Establishing focus:

Over three meetings, the Ohio Pathways stakeholder group outlined the following priority focus areas for state level action:

SPECIFIC LTSS-FINANCING ACTION: Implement shorter term, financing-specific paths of action that might foster individual preparation for LTSS and could be accomplished via departmental collaboration and action:

Product Tweaks: Via inter-departmental collaboration, consider adjusting LTC Partnership product and/or other levers (e.g., inflation protections rates to offer more affordable products in the market)

Education: Partner with employers (public employers might be first iteration), to foster understanding of LTSS needs and increase uptake of LTC insurance products

BROADER LTSS STRATEGY ACTION: Engage in a longer term, statewide planning process to identify paths for investment that will **most** impact LTSS costs

State Strategy: Collaborate to develop an Ohio strategic plan to ***Foster Independence in Community for Older Adults. Specifically focus on:***

- Workforce
- Affordable, Suitable Housing
- Investments in Upstream Preventive Care
- LTSS financing

Impetus for meeting: explore next steps

- Focus on early wins that will advance education and increase uptake of LTC insurance protection
 - What are actions we can take to move us forward in Ohio? (e.g. reduce inflation protection rates; increase education within employer settings; explore role of LTC Partnership product in achieving goals)
 - How might we work together to shape and achieve early wins?

A framework for thinking together

States hold a unique position and will likely be the most critical catalyst for creating the conditions that can help people prepare for and protect against LTSS costs.

There is no one silver bullet. This challenge will best be met through a combination of small actions that cumulatively shift the landscape. Every step matters, so begin anywhere.

Where we are on LTSS Financing Options

Update on advancing the partnership product in Ohio
and identification of any next steps and/or time line

Kathryn Brod

Current LTSS Financing Options

LTSS financing opportunities available in the market today--
Patrick Reeder, Genworth

- LTC insurance and LTC Partnership Policies*
- LTC Rider to other Insurance policies, such as life insurance*
- Annuities/Cash indemnity benefits linked to LTC insurance*
- Immediate need annuity*
- Accelerated death benefits*
- Viatical settlements*
- Life settlements*
- Reverse mortgages/home equity loan/selling home*
- Savings*

Now What?

How does Ohio want to move forward on raising awareness of and activating older adults to make use of available tools to protect against LTSS needs in the future?

Where we are on state aging strategy

Review, prioritize and articulate ownership for advancing current workforce initiatives

- Review initiatives status (handout)
- Prioritize initiatives for advancement
- Outline who might help guide and move priorities initiatives forward

Workforce Initiatives

- ▶ **Frontline Training**
- ▶ **Education: Career Pathways & Curricula**
- ▶ **Professional Career Initiatives**
- ▶ **Alternative Workforce Solutions**

Next steps and accountabilities discussion

Another state's approach

Plan to Advance Goals

Through a State Employees Pilot:

- Conduct an education and awareness campaign that “rebrands” LTSS and test in state employee pool (aim for a younger audience)
- Articulate incentives to buy LTSS, including asset protection; choice; independence; reducing burden on family
- Offer menu of LTSS options alongside other life planning tools during annual enrollment period, including a potentially refined LTC Partnership product as well as other lower cost options
- Offer short term incentive to buy coverage, such as first time buying rebate
- Track awareness and uptake levels to prove concept for scaling and spreading to other employment settings

Desired Learnings:

- Does offering LTSS via employment increase uptake?
- What messages resonate when deciding to purchase?
- What benefits are most compelling?
- What is the price point where people are willing to purchase?
- Did education about LTSS spur conversations and planning?
- What was overall uptake of LTSS in pilot vs general uptake and what are demographics of those who purchase?

LTC Partnership Product as One Vehicle for LTSS Protection:

- Ensure that Texas is exercising maximum product flexibility under DRA to achieve most affordable price (e.g. benefit set, elimination period and inflation protection rate)
- Once maximum flexibility is established, survey agents to learn how they sell product and share benefits of LTC Partnership alongside other products