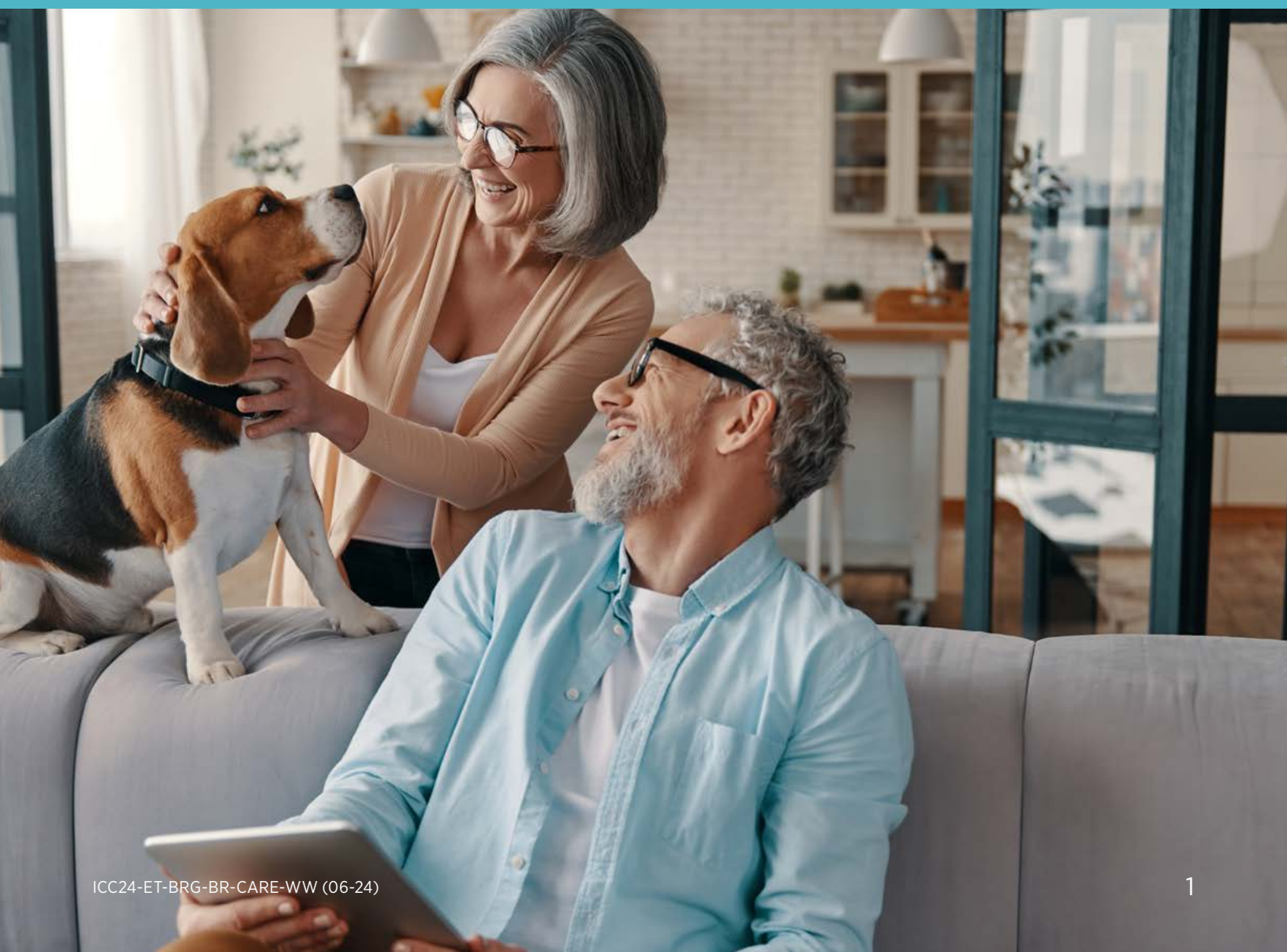


CAREGIVING

THE CHALLENGES AND SOLUTION



THE CHALLENGES

We're turning into a nation of caregivers.

70%

Percentage of people turning 65 today that will require long-term care services¹

\$116,800

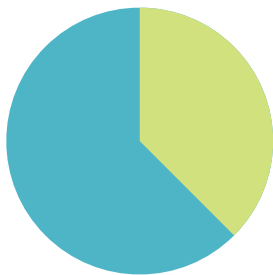
Average cost for one year of skilled care in a private nursing home room²

Because of this, the cost of professional long-term care is prohibitive to many.

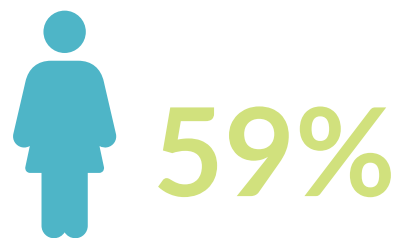
FOR MANY, THE ONLY VIABLE OPTION MAY BE TO RELY ON FAMILY OR FRIENDS TO PROVIDE ASSISTANCE.

The caregiver burden

Caring for elderly family members or friends comes naturally to many of us. It's the right thing to do. Yet, the burden — physical and financial — impacts a large portion of the population, and typically falls on certain family members.



66% of caregivers used personal savings or retirement accounts to pay for LTC for a loved one.³



More than 59% of all caregivers are female.⁴

¹ "How Much Care Will You Need?"; U.S. Department of Health and Human Services, Administration for Community Living; published 2/18/2020; <https://acl.gov/ltc/basic-needs/how-much-care-will-you-need>; accessed 4/9/2024.

² "Genworth 2023 Cost of Care Survey"; <https://www.genworth.com/aging-and-you/finances/cost-of-care>; published 2/22/2024; accessed 4/9/2024.

³ Pessman, Michael; "Families drain their savings: The need for long-term care coverage is becoming a big-time problem"; published 8/18/2022; MarketWatch; accessed 1/23/2023.

⁴ U.S. Bureau of Labor Statistics; published 11/30/2023; <https://www.bls.gov/blog/2023/celebrating-national-family-caregivers-month-with-bls-data.htm>; accessed 4/9/2024.

Caregiver strains

When the duration of caregiving goes on for months, and months turn into years, the caregiver endures strains on several levels. Some of the strains go unnoticed, or are ignored. The caregiver is simply doing what's best and what needs to be done.



Strains may include:

Time

60% of caregivers work a full- or part-time job in addition to their caregiving responsibilities.⁵

Financial

On average, family caregivers are spending 26% of their income on caregiving activities.⁶

Emotional

For some people, the demands of family/friend caregiving may result in depression, anxiety and feelings of resentment.

Social

In some cases, the cumulative effect of strains could result in the caregiver missing events with friends and family.

Physical

Prolonged caregiver stress may result in injury, compromised immune function and other health concerns.

⁵ "Valuing the Invaluable 2023" infographic; AARP Public Policy Institute; published March 2023; <https://www.aarp.org/content/dam/aarp/ppi/2023/3/valuing-infographic.doi.10.26419-2Fppi.00082.008.pdf>; accessed 4/9/2024.

⁶ "Caregiving Out-Of-Pocket Costs Study"; AARP; published June 2021; https://www.aarp.org/content/dam/aarp/research/surveys_statistics/ltr/2021/family-caregivers-cost-survey-2021.doi.10.26419-2Fres.00473.001.pdf; accessed 4/9/2024.

Bridge provides freedom to choose how and where you receive care and assistance.



THE CAREGIVING SOLUTION: BRIDGE BY EQUITRUST

The long-term care benefit payments can be used for qualified long-term care services — whether you need in-home care or you require moving to an assisted living or skilled nursing facility. As long as your claim meets benefit requirements, you may use monthly payments however you wish.



Professional
in-home
assistance



Assisted living
facility services



Adult day
health care



Nursing
home care

REDUCE THE CAREGIVING BURDEN

Solutions for caregivers

Having a strategy for managing long-term care expenses can help relieve family members and friends from the obligation to provide care — so your time together is relaxing and enjoyable.





EquiTrust — A name you can trust

When you're searching for a company that demonstrates integrity and strength — one that can help you meet your financial objectives — look no further than EquiTrust.



**7100 Westown Pkwy Suite 200
West Des Moines, IA 50266-2521
877-249-3694 • EquiTrust.com**

Contract issued on Form Series ICC12-ET-EIA-2000(01-12). Riders issued on ICC17-ET-FIXED-MVA(02-17); ICC18-430-NHW(06-18) and ICC16-ET-TI(10-16). Long-Term Care Rider issued on ICC23-ET-LTC(07-23). For costs and complete details of coverage, including any exclusions, reductions or limitations, and the terms under which the contract may be continued in force, contact your agent/producer. EquiTrust or its agent/producer may contact you.