



WHAT'S YOUR PLAN TO PAY FOR LONG-TERM CARE?

Chances are, you'll need to be prepared. More than 70% of people age 65 today will need some level of long-term care services.¹

Meet Bridge® by EquiTrust — designed to help you plan confidently for life's what-ifs.

Incorporating Bridge into your retirement strategy provides coverage for long-term care expenses to help bring you peace of mind — and everyone's approved for long-term care benefits, regardless of health issues.²

Bridge combines a fixed index annuity with long-term care coverage — plus the NeverStop® Health Coaching & Rewards Program through Assured Allies.

Let's talk about how we can work together to get you the coverage you need.

¹ How Much Care Will You Need?™; U.S. Department of Health and Human Services; April 29, 2022; <https://www.hhs.gov/aging/long-term-care/index.html>; accessed September 30, 2025.

² Must pass annuity suitability requirements.

Bridge provides Long-Term Care benefits in the event of chronic illness or severe cognitive impairment. Exclusions and limitations apply if illness, impairment or death are due to alcoholism, suicide or self-inflicted injury. For costs and complete details of coverage, contact your financial professional. Bridge contract issued on Form Series ICC12-ET-EIA-2000(01-12) or ET-EIA-2000(12-21). Long-Term Care Rider issued on ET-LTC(01-24). NeverStop Wellness Rider issued on ET-WEL(01-24).

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