



LONG-TERM CARE BY THE NUMBERS



Concerns About Health at Older Ages

66% say healthcare and long-term care costs are their primary worry¹

70% of long-term care costs are absorbed by families²



Preparedness

88% of adults between 50-80 years of age want to age in place³

57% of Americans agree that their financial health is connected to their overall happiness⁴



Cost Per Month for Skilled Care (median cost)

\$7,908 semiprivate nursing home room⁵

\$4,500 assisted living⁵

\$5,148 home health aid⁵



Cost of Traditional Long-Term Care Insurance

\$3,750 per year: average premium for a 65 year-old couple (\$313 per month)⁶

\$0 Residual value of unused long-term care insurance policy



Coverage from Traditional Long-Term Care Insurance

\$4,867 per month (\$160/day): maximum typical payout for nursing care (for up to 3 years commonly)⁶



Availability of Coverage

90% Long-term care insurance carriers no longer issue new policies⁷

BRIDGE: A New Way to Prepare for Long-Term Care Costs

Bridge is a long-term care solution combining an index-linked annuity and long-term care benefits from EquiTrust®, with NeverStop™ wellness coaching and participation incentives from Assured Allies.

- Leverage a portion of your retirement assets to protect against potential long-term care costs
- Age successfully and live more independently — wherever and however you want



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¹Edward Jones, The Four Pillars of The New Retirement: What a Difference a Year Makes, August, 2020

²Money Task Force, 101 Long Term Care Statistics Data and Facts, January, 2020

³University of Michigan, Older Adults Preparedness to Age in Place, April, 2022

⁴Value Penguin, Less Than Half of Americans Believe They're Financially Healthy Today, August, 2021

⁵Genworth, 2021 Cost of Care Report, January, 2022

⁶AARP, 5 Things You Should Know About Long-Term Care Insurance, March 1, 2018

⁷Forbes Sales Of Traditional Long-Term Care Insurance Policies Continue To Fall, July, 2019

Contract issued on Form Series ICC12-ET-EIA-2000(01-12) or ET-EIA-2000(11-21). Long-Term Care Rider issued on ET-LTC(04-22). NeverStop Wellness Rider issued on ET-WEL(11-21). EquiTrust does not offer investment advice to any individual and this material should not be construed as investment advice to you or your specific situation.

Exclusions and Limitations

Long-Term Care Benefits are not payable for conditions resulting directly or indirectly from the Owner's alcoholism or addiction to drugs or narcotics, attempted suicide or an intentional self-inflicted injury.

The Long-Term Care Rider will be terminated upon any of the following: at the Owner's request, upon the death of the Owner, upon the request for a full surrender of the Contract, upon election of a Payment Plan under the annuity Accumulation Value, the Accumulation Value becomes zero due to non-long-term care benefit payment withdrawals, change of ownership, change of Annuitant, Spousal Continuation of the Contract or all the Long-Term Care Benefit Payments have exhausted the Long-Term Care Benefit Base to zero.

Once the Rider has terminated, it may not be restarted at any time. Request to terminate the Rider must be submitted to EquiTrust in writing.