

Discussing future care needs with your clients

For many retirees, declining health and the rising cost of care are two of their greatest fears. But when clients don't know how to address their concerns, they can become immobilized by fear and indecision. By discussing future care needs with clients and letting them know they have options, you can help them create a strategy to move forward.

Starting the conversation

Instead of waiting for clients to bring up the topic, it's up to you to start the conversation. Ask clients to think about any personal experiences they've had with family members or loved ones who needed care. Questions may include:

- Have any family members or friends needed extended care?
- How did this impact the family, both emotionally and financially?
- Was there anything about their loved one's experience with care that the client would want to avoid within their own?

Asking the right questions helps open doors to more in-depth conversations about creating a care strategy. Instead of focusing on specific issues such as who would provide care, encourage your client to think more broadly about their needs and expectations:

- How would needing care impact their lifestyle and family?
- What would a successful care strategy look like to them? (Maintaining their independence for as long as possible, staying in their home, minimizing the burden of their care on loved ones, etc.)
- Have they talked about caregiving with their loved ones to determine their concerns?

Creating a strategy

Clients often have different impressions of what care means. Many think of receiving care strictly in terms of receiving care in a facility, such as a nursing home or assisted living, but it's important to help them understand there is a spectrum of care that generally starts in the home.

Once your client has a better sense of the options available to them, use our Long-Term Care/Chronic Illness Questionnaire as a roadmap to help guide you and your client through the appointment process to create a care strategy:

Step 1: Understanding your client's prior experience with extended care

Step 2: Identifying your client's care needs and expectations

Step 3: Discussing the cost of care and your client's available resources

Identifying a solution

Your client's answers to the questionnaire, along with an overall assessment of their financial portfolio and ongoing needs, can help you determine which type of product or agreement would be most beneficial for them.

Long-term care and chronic illness products or agreements can help provide your clients with the flexibility and freedom they need to choose where and from whom they receive care. By helping clients prepare for potential care needs, you can help protect their retirement savings, personal assets and family relationships from the impact of an extended care event.



Learn how

You can start the care conversation with your clients, call your Life Sales Support Team today:

1-888-900-1962 (Independent Distribution)

1-877-696-6654 (Securian Financial and Broker-Dealer)

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