

Now Showing

A short video approved
for use with consumers



Protecting the things that matter most

Our long-term care consumer video is a good way to show people how an LTCi policy can help them protect the things that are most important – spending time with family, staying in the home they love, and using their nest egg to make retirement dreams come true.

This short video tells a compelling story. Use it to get people thinking about the future and talking about their potential need for long-term care services.

- Show it in a face-to-face setting.
- Include it as a kick-off to an LTC seminar.
- Attach it to an email prior to meeting with a client.
- Use it to generate interest so people will want to meet with you.



Choose the Correct Version

Be sure to show the correct version – the one that’s approved for use with consumers in your state. In AL, AK, AR, CO, GA, IA, IL, ID, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, NC, NE, NH, NM, NV, OH, OR, OK, PA, RI, SC, TN, TX, UT, VA, VT, WA, WI, WV & WY:

<https://youtu.be/ThDhAYAxfl>

In AZ, CA, CT, DC, DE, HI, IN, MT, ND, NJ, NY & SD:

https://youtu.be/aOKiBICnK_Q

In FL:

https://youtu.be/L6_H6hkzsno



Building Your Business

At Mutual of Omaha, our goal is to make sure you have the tools you need to build your LTCi business. So, when it comes to talking to consumers about the importance of planning for long-term care, roll the video!