

Sales Idea: Understanding Elimination Periods

Help your clients know the difference.

It's important for clients to understand long-term care insurance and how it can be tailored to meet a client's specific needs. Let's talk about elimination periods.

The Need

It is important for you to talk through the ins and outs of the long-term care benefit options with your clients.

One benefit topic that may cause confusion with your clients is calendar day vs. service day elimination period.

Today's Reality

Your clients probably don't fully understand the benefits of having a Mutual of Omaha long-term care policy with a calendar day elimination period which could get them coverage faster over another carrier's policy with a service day elimination period.

The Solution

Helping your clients understand different types of elimination periods is as easy as 1-2-3.

1 Explain the terms

Elimination period

The short answer is, "waiting period." It's how long a policyholder has to wait until their coverage goes into effect. The elimination period countdown begins once the policyholder has begun receiving LTC services.

Service day elimination period

This means only the days when the policyholder receives covered services can go towards the elimination period.

Calendar day elimination period

This means that once a policyholder receives a covered service, each day forward can be used to satisfy the elimination period.

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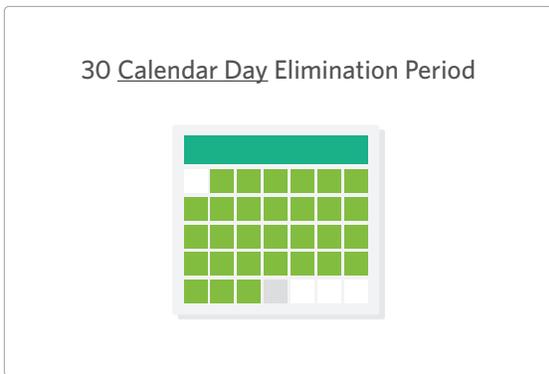
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2 Explain the difference ... in a practical sense

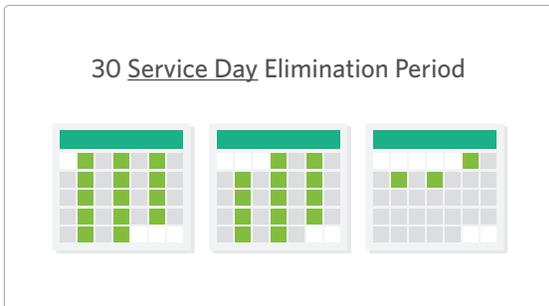
Show your client how calendar day elimination periods can help them receive their policy benefits sooner.

For example, if they purchase a 30 day elimination period and receive LTC services on Mondays, Wednesdays and Fridays, then:

Beginning on the first day your client receives long- term care services, the elimination period runs consecutively for 30 days including weekends.



Only actual days they receive care will count towards their elimination period which means it could take more than two months to satisfy a 30-day elimination period.



3 Walk through MutualCare Solutions Portfolio® elimination periods

Mutual of Omaha’s LTCi policies come with calendar day elimination periods ranging from 0-365 days depending on the plan your client chooses.

Plan	Elimination Period Options
MutualCare Secure Solution	90, 180 or 365 calendar days
MutualCare Custom Solution	0, 30, 60, 90, 180 or 365 calendar days

Sales Tip: Educate Your Clients

Help your clients understand the differences between elimination periods. Be sure to point out that both MutualCare Secure and MutualCare Custom have calendar-day elimination periods.

Learn more

You’ll find details about Mutual of Omaha’s LTCi products on Sales Professional Access.

Go to MutualofOmaha.com/sales-professionals select the long-term care page.