2025
SUPPLEMENTAL HEALTH, DI & LTC CONFERENCE

Expanding Horizons

Expanding Horizons: Market Growth in Long-Term Care Insurance

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GCG

Steve Woods

Senior Vice President

Gen Re

Vince Bodnar

Senior Advisor

Alvarez & Marsal

Steve Schoonveld

Consultant

GCG Consultants, LLC

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Goal of the Session

Explore ways to create and achieve a bright future for the long-term care insurance market. Identify opportunities to expand the market and amplify the potential of the LTC insurance industry.

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How?

Round Tables & Discussion:

- 15 minutes each table
- When the bell rings, you switch, but must visit all 3!
- Discussion following… and continuing into lunch.

GO!

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Table 1: Steve Woods – “Funding LTC”

How should Long-Term Care be funded? How might it differ by generation, income/asset level, or family make-up,?

Consider:

- Are there current funding approaches and sources that are underutilized?
- What are the potential funding approaches that may be enabled?
- What is the role of public and private funding?

Provide 3 proposals that will increase coverage if implemented:

1.
2.
3.

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Table 2: Vince Bodnar – “Finding What’s Missing”

Considering the existing products that are available in the market, what is missing, who (carrier/distribution) is missing, and how can we “find them”?

Consider:

- How care is primarily provided for middle-income older adult populations.
- When should LTC be funded?
- The role of public and private funding.

Provide 3 proposals to increase coverage and participation by “the missing”:

1.
2.
3.

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Table 3: Steve Schoonveld – “Public Program Opportunities”

Are public programs an opportunity, a challenge or a risk to consumers? What must be done to enable both public and private to collaborate?

Consider:

- What is public/private collaboration and how can each help one another?
- What are the roles for State programs, Federal programs, and private funding programs?
- Are there changes to the regulations for LTC insurance that are necessary?

Provide 3 proposals that will increase overall coverage if implemented:

1.
2.
3.

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DISCUSSION

Provide 3 proposals that will increase overall coverage if implemented:

1.
2.
3.

Key discussion points:

1.
2.
3.

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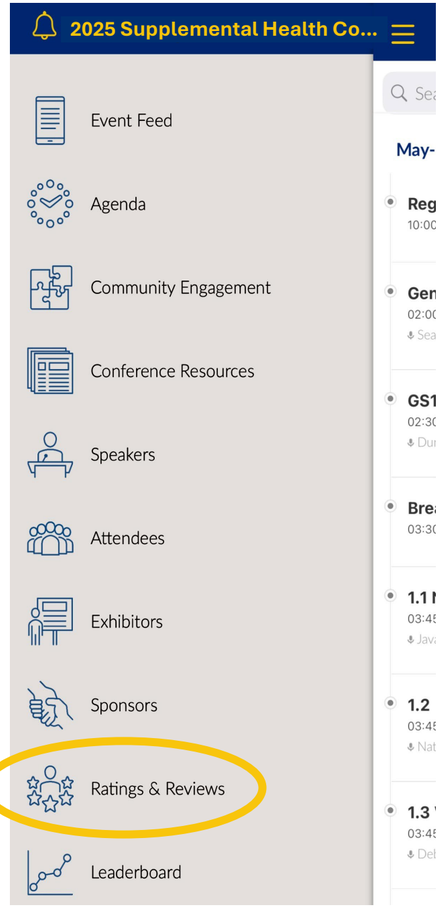
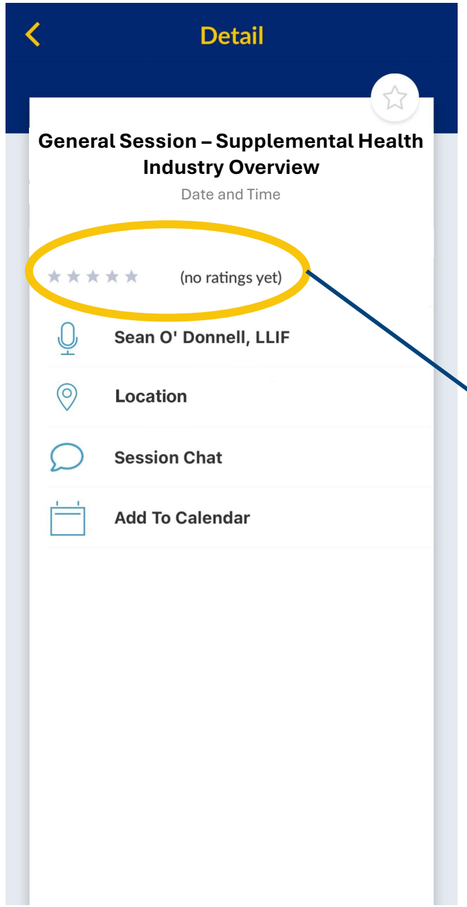
We Want to Hear From You. Leave a Rating & Review.

Module Option



Agenda Option



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Thank You

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