

2025

SUPPLEMENTAL HEALTH,
DI & LTC CONFERENCE

Expanding Horizons

Mastering the LTC Sale: Storytelling and Other Effective Approaches





Steve Cain, Moderator

Director

LTCI Partners



Matt Majewski

Director, Product Marketing

CareScout



Lily Vittayarukkul

CEO and Co-Founder

Waterlily

We're All Selling...

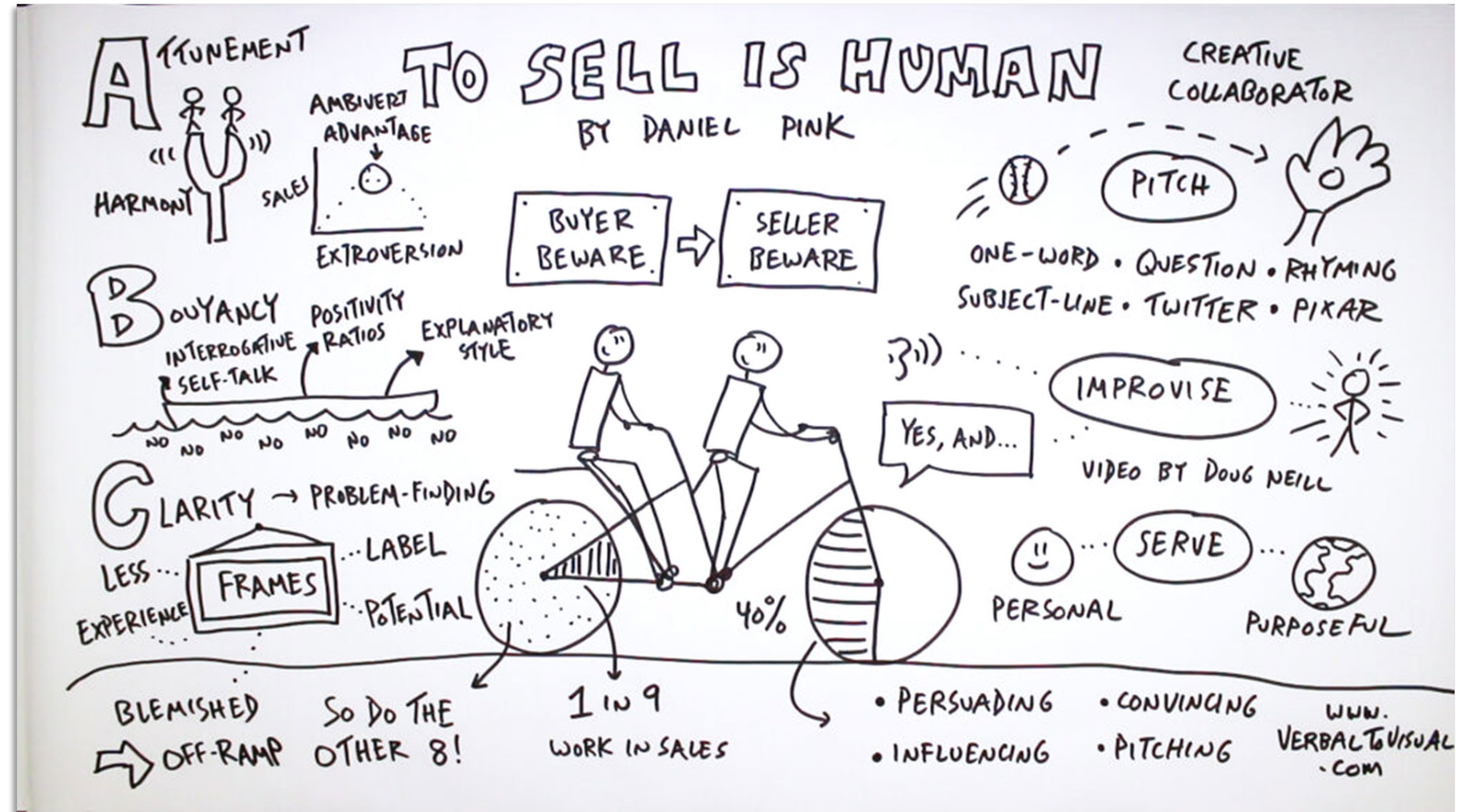
"Vastly entertaining and informative." —FORBES.COM

THE #1 NEW YORK TIMES BUSINESS BESTSELLER

AUTHOR OF *DRIVE* AND *A WHOLE NEW MIND*

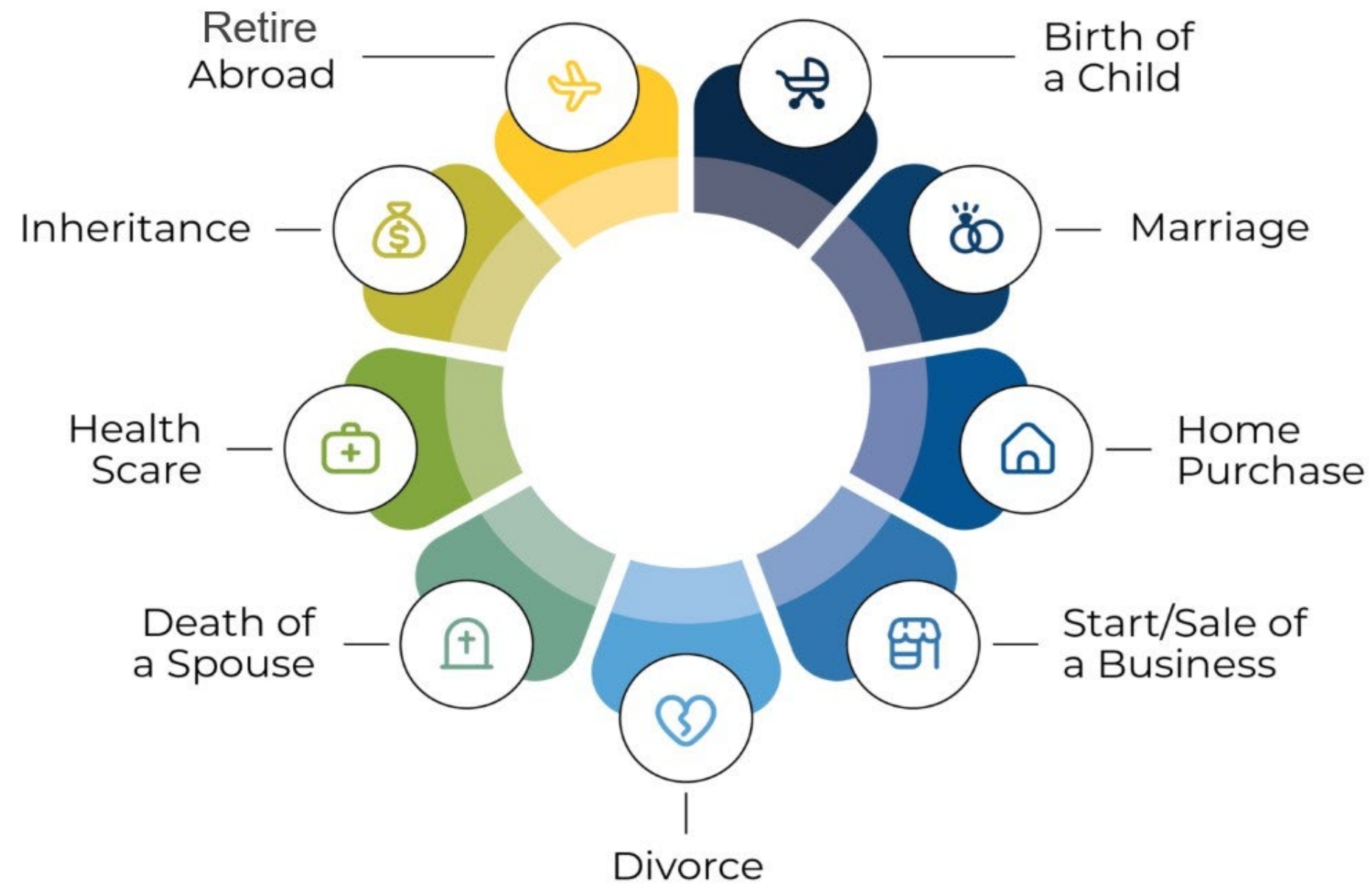
DANIEL H. PINK TO SELL IS HUMAN

THE SURPRISING TRUTH
ABOUT MOVING OTHERS



Initiating the Conversation...

Life Events that Trigger LTC Planning Conversations



kitces.com LLC

Code: ax0ddk



Do not edit
How to change the design

 The Slido app must be installed on every computer you're presenting from

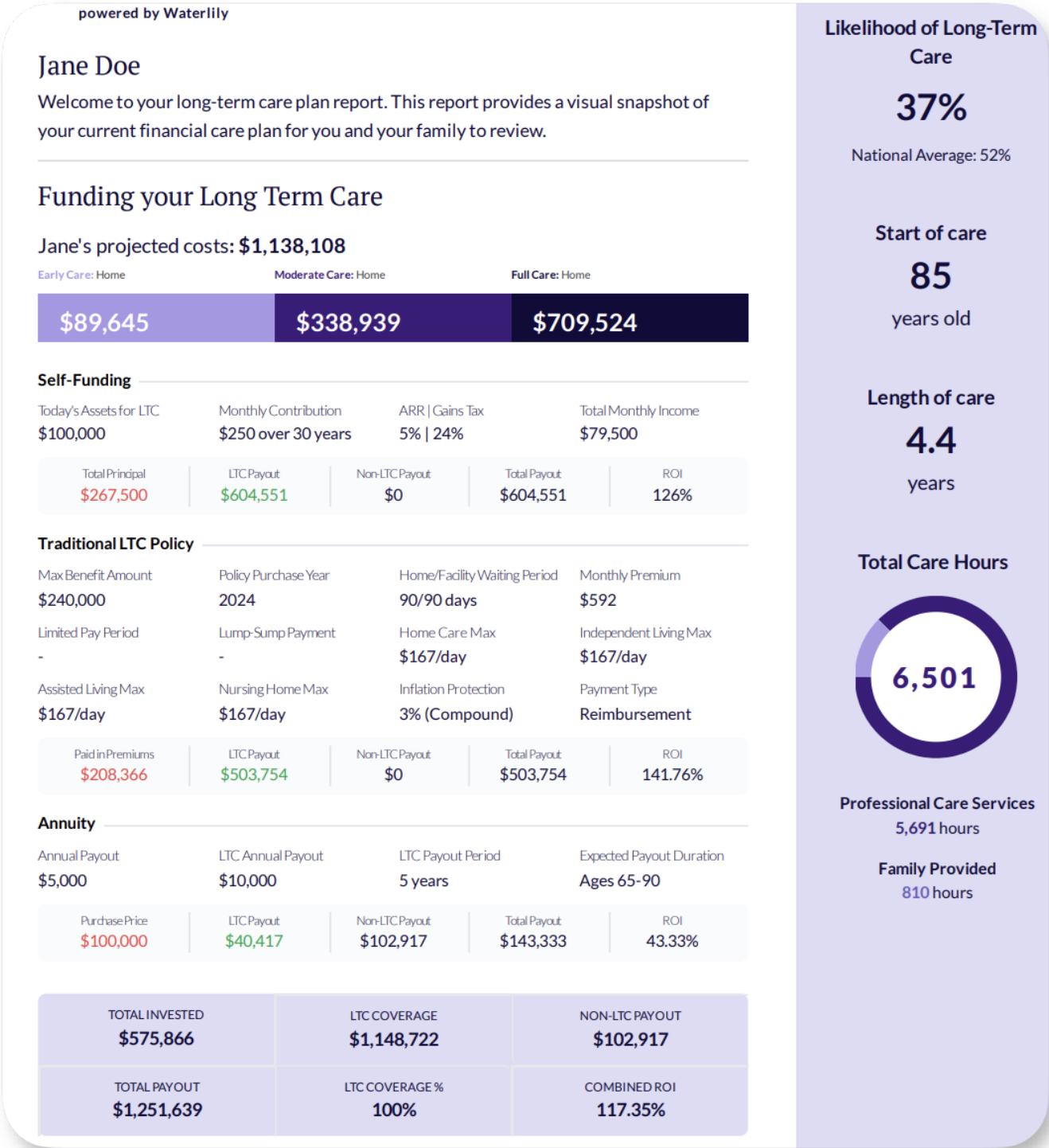
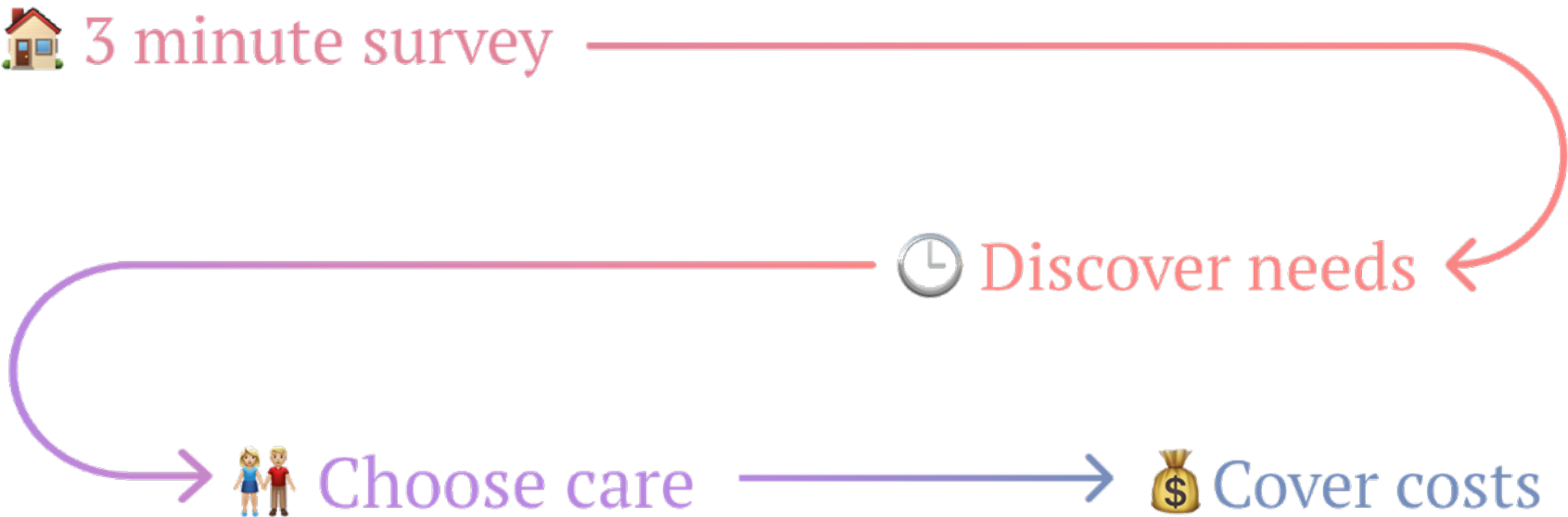
slido



Why Is LTC Insurance Hard to Sell?

Waterlily: Most Advanced AI-Driven Personalized LTC Planning

Software that enables **anyone** to build **comprehensive** LTC plans with **ease**.



AI-Driven Personalized LTC Planning

1. 3-minute intake survey

2. Discover needs

3. Choose care

4. Cover costs

Waterlily

5 → Section 4 of 4: Physical Health

Great job, you're in the final stretch!

Next we'll ask some questions about your physical health.

These questions help us complete your long-term care projection.

Concerned about sharing medical info? [Click to learn how we secure your data.](#)

Continue press Enter ↵

AI-Driven Personalized LTC Planning


- 1. 3-minute intake survey
- 2. Discover needs
- 3. Choose care
- 4. Cover costs

Waterlily

Review Results

Personalize Plan

Finance Costs




Jane's results are in!

Jane's long-term care predictions that follow are made using artificial intelligence (AI) by comparing Jane's information with similar data from nearly 50,000 families.

We draw from a dataset with over 500,000,000 data points to personalize Jane's predictions. [Learn more](#) about our data and methodology.

Jane Smith's projected long-term care (LTC) needs and costs, and age they will need LTC are predictions from models trained on other families' LTC journeys. These predictions are estimates and are not guaranteed. Jane Smith's LTC costs may be higher or lower, and may begin sooner or later, and may extend for longer or shorter durations than what is shown here. There is no guarantee that a plan built on these numbers will cover Jane Smith's costs. The investing and insurance information provided within this and other pages are for educational purposes only and have no bearing on any of Jane Smith's existing insurance policies and/or claims with their insurance carrier. Waterlily Caregiving, Inc. does not offer advisory or brokerage services, nor does it recommend or advise users to buy or sell particular stocks, securities insurance policies, or other financial products. Any information entered about an insurance policy is a subset of policy terms and can only be used to show an estimate of costs covered by a policy. Any policy will likely have terms that limit coverage beyond what is considered in the pages that follow. Read more about what the predictive models intended use and what they can and cannot do [here](#).

Check Out Jane's Numbers



AI-Driven Personalized LTC Planning

1. 3-minute intake survey

2. Discover needs

3. Choose care

4. Cover costs

Jane's care timeline



AI-Driven Personalized LTC Planning

1. 3-minute intake survey

2. Discover needs

3. Choose care

4. Cover costs

Waterlily

×

✓ Review Results

○ Personalize Plan

Finance Costs

Early Care


📅 Estimated begin: 83 years old ⌚ Estimated duration: 8 months

🔗 Edit care assumptions

🔗 Link partner account

Select where Jane will live during Early Care.

☐ Predicted



Home

\$0 - \$73,011

☐



Independent Living

\$135,278

[What are care settings?](#)

Cost Summary (Early Care)

Care setting cost
Zip code 10001 \$ --

Estimated duration 8 months

Growth in cost
Over 24.7 years 365.9%

Total \$ --

Back

Go to Moderate Care



AI-Driven Personalized LTC Planning

- 1. 3-minute intake survey
- 2. Discover needs
- 3. Choose care
- 4. Cover costs

Waterlily



Review Results

Personalize Plan

Finance Costs

Family involvement in Early Care

Edit the commitment of care hours, totaling 688 hours over 8 months.

- Edit care assumptions
- Link partner account

Jane Smith (Age 83-84)

John Doe

300 hrs

9 hrs/week

Children

200 hrs

6 hrs/week

Other Family

0 hrs

0 hrs/week

Professional Care Service

188 hrs

5 hrs/week

Cost Summary (Early Care)	
Home care cost Zip code 10001	\$29/hr
Professional care hours	188 hrs
Growth in cost Over 24.7 years	365.9%
Total	\$19,951

AI-Driven Personalized LTC Planning

Jane's LTC financial planning

Waterlily



✓ Review Results

✓ Personalize Plan

○ Finance Costs

Jane's long-term care financing plan

Projected LTC Cost

\$2,190,445

In today's dollars: \$494,504

Projected LTC Coverage

\$0

Total LTC Benefit: \$0

Projected Total ROI

0%

Total invested: \$0

Funding options

Quickly add the ways Jane already has or plans to pay for long-term care.



Add Insurance

Upload a policy document or provide policy details to get started.



Allocate Savings/Investments

Earmark personal funds for long-term care.



Add Annuities

Track income streams from annuities.

Any information entered about an insurance policy or financial product is a subset of those policy or financial product terms and can only be used to show an estimate of costs covered by that policy or product. Any policy or product will likely have terms that limit coverage beyond what is considered in this and other pages. The coverage analysis will only be as accurate as the information provided and as the care predictions made. It is the user's



1. 3-minute intake survey

2. Discover needs

3. Choose care

4. Cover costs

AI-driven Personalized LTC Planning

Jane's LTC financial planning

- 1. 3-minute intake survey
- 2. Discover needs
- 3. Choose care
- 4. Cover costs

Waterlily

Review Results

Personalize Plan

Finance Costs

Jane's long-term care financing plan

Projected LTC Cost

\$878,973

In today's dollars: \$214,470

Projected LTC Coverage

\$525,437 (59%)

Total LTC Benefit: \$573,997

Projected Total ROI

188.5%

Total invested: \$182,157

Edit care assumptions

Link partner account

View policy ineligibility

+ Add funding

Show/Hide Columns

Funding Type ↑↓	Cost ↑↓	LTC Payout ↑↓	Non-LTC Payout	Total Payout ↑↓	ROI ↑↓	Actions
Long-term Care Insurance	\$182,157	\$525,437	\$0	\$525,437	188.5%	⋮ On
Total	\$182,157	\$525,437	\$0	\$525,437	188.5%	

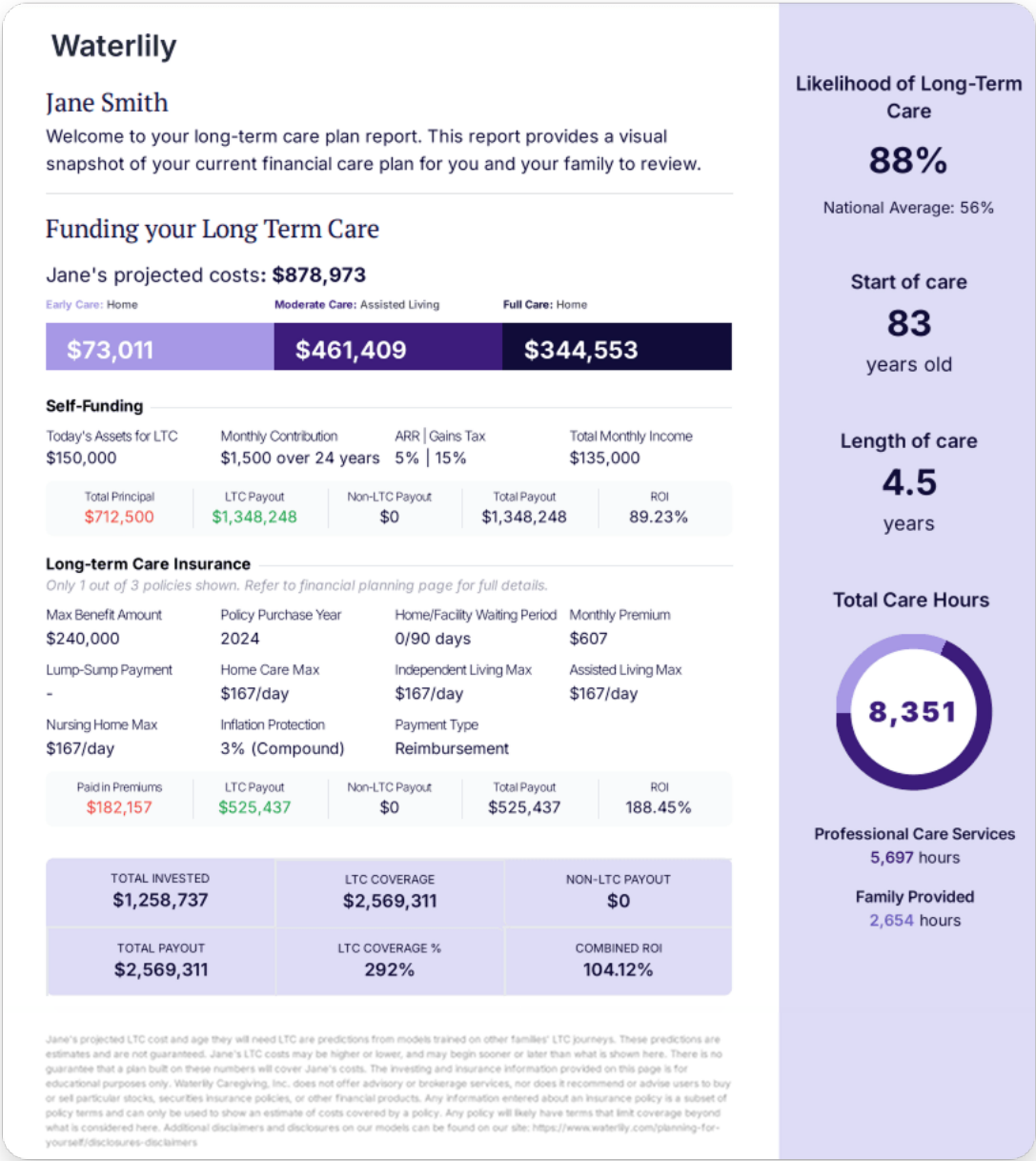
Showing 1 to 1 of 1 results

PreviousNext

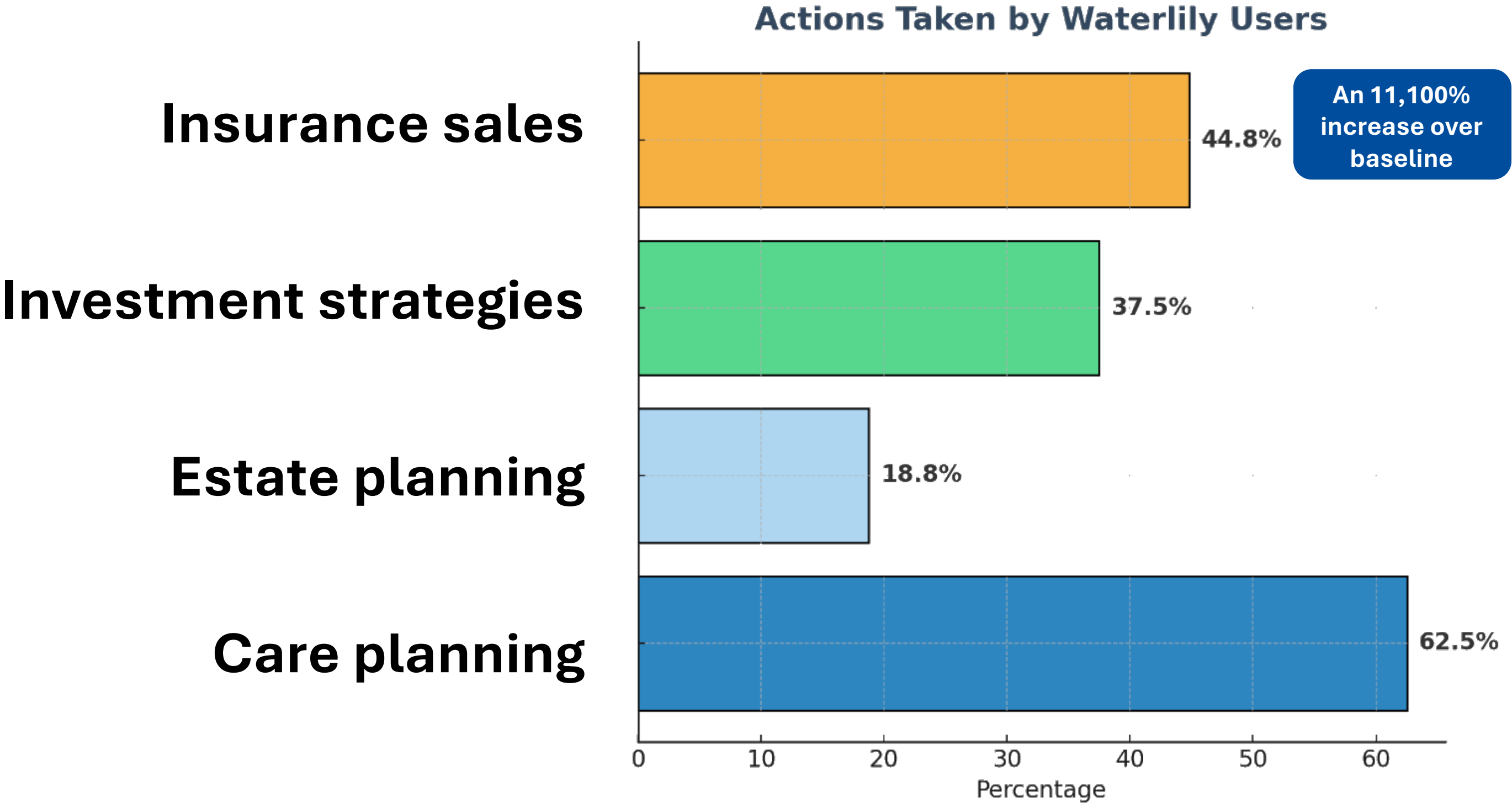
AI-Driven Personalized LTC Planning

Final take-home: easy-to-read summary

- 1. 3-minute intake survey
- 2. Discover needs
- 3. Choose care
- 4. Cover costs



Waterlily Plans Drive Sales & Action



The Power of Storytelling

Cortisol | Attention & Focus

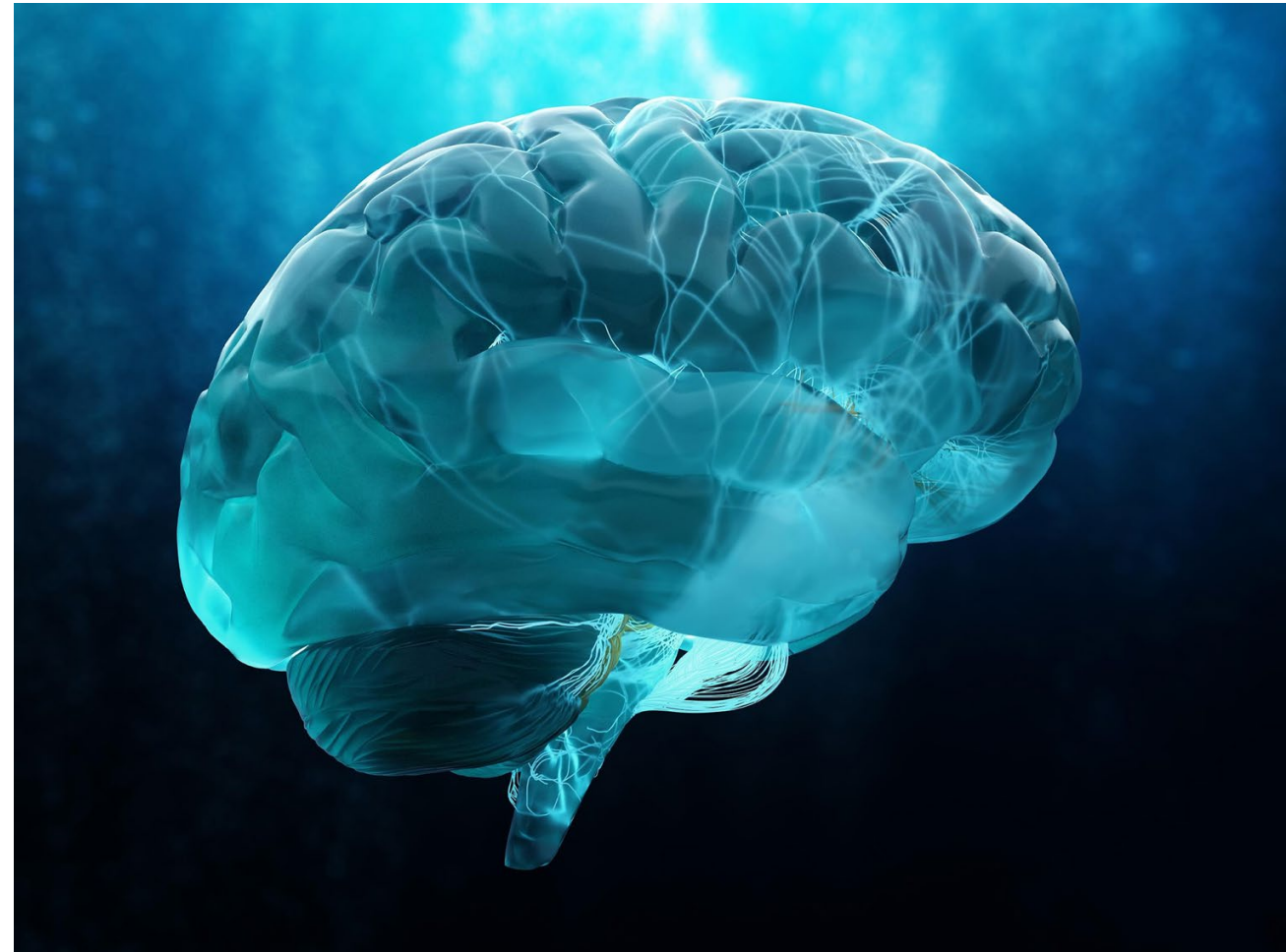
+

Dopamine | Pleasure & Recall

+

Oxytocin | Empathy & Trust

= Memorable



Neural Coupling

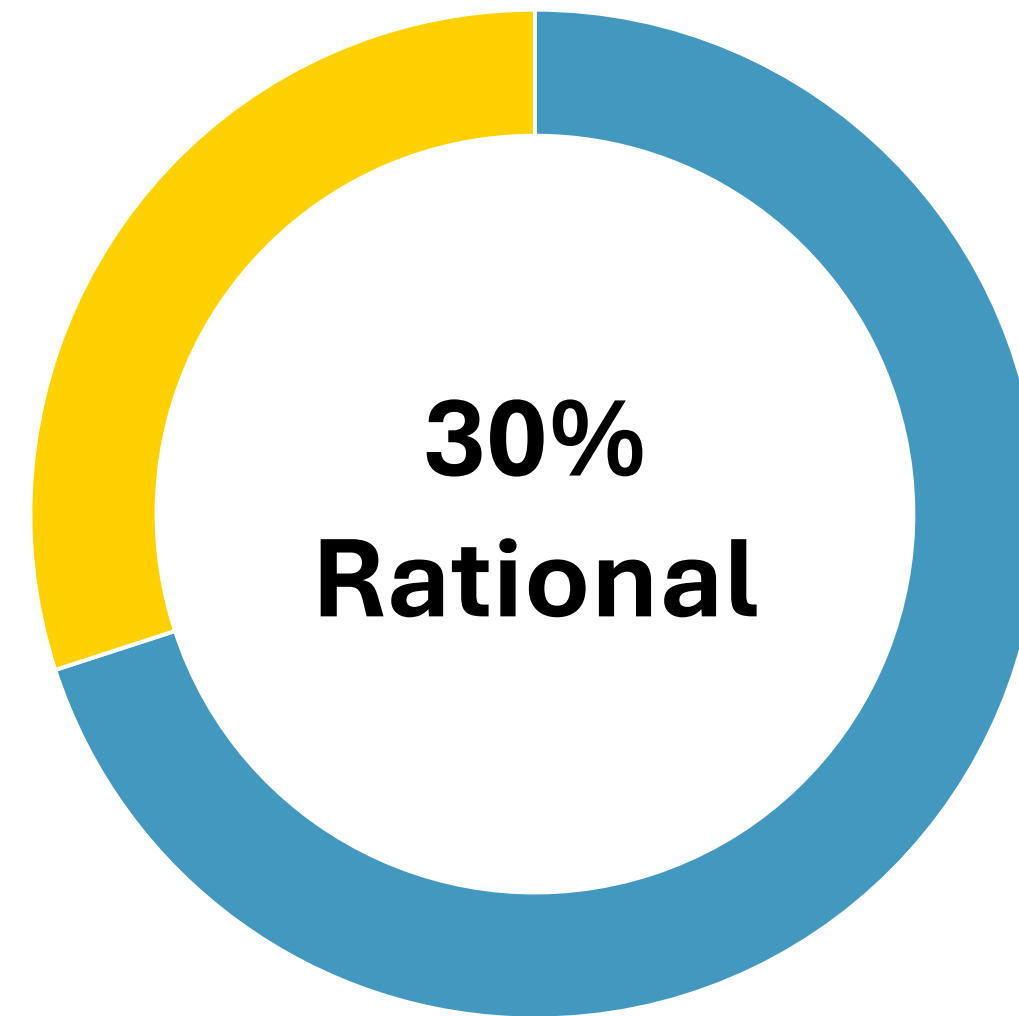
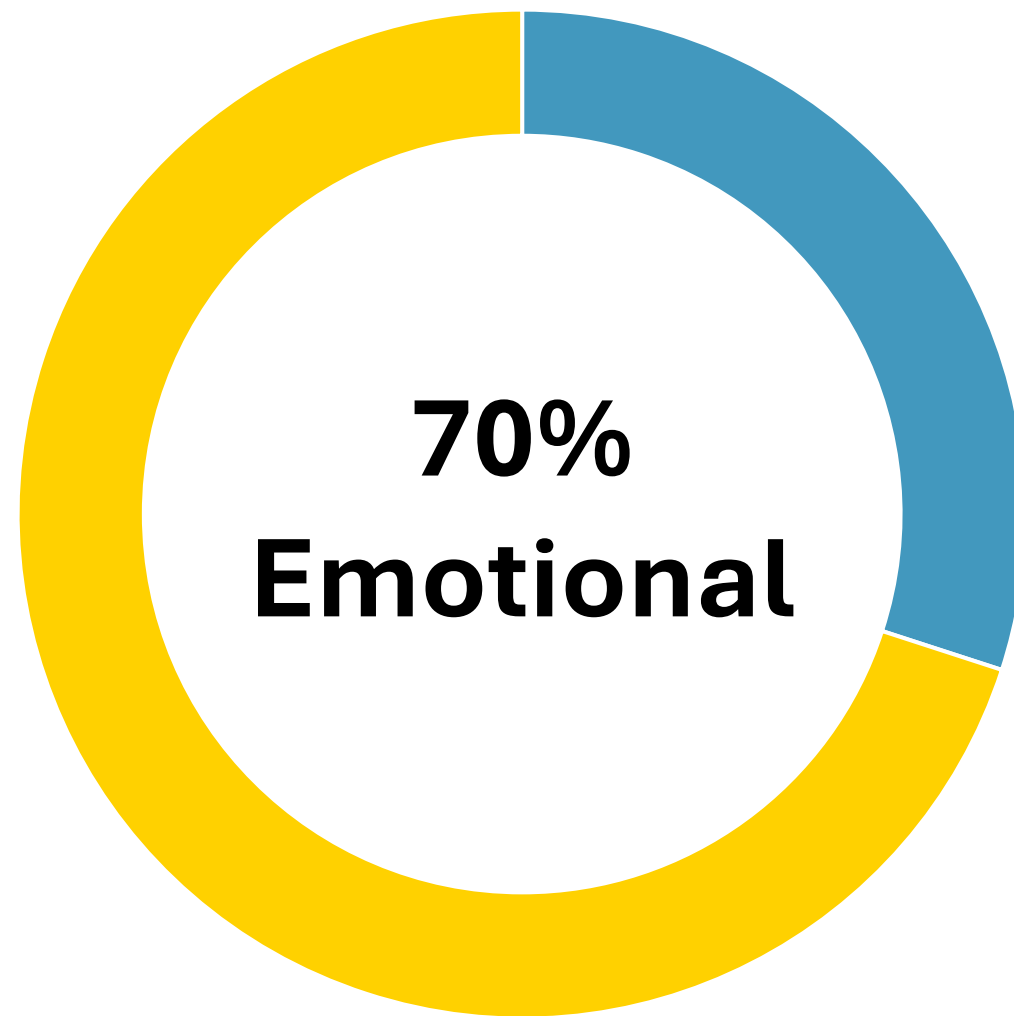
A story activates parts in the brain that allow the listener to turn the tale into their own ideas and experiences.





What Motivates Consumers to Act

70% of decisions are based on emotion



Source: Customer Brand Preference and Decisions: Gallup's 70/30 Principle, September 30, 2022.

Clients Want Agency

Pull, not push



Stop trying to persuade, and let clients persuade themselves
Stop selling, and let them buy-in

1) Provide a menu

- Don't – “This is why you should do this”
- Don't' – Provide lots of reasons and information to do the one thing you want them to do
- Do – I think you could X or Y, which do you think is best for your situation

2) Ask, don't tell



- When we ask questions it's less likely to get push back


3) Highlight a gap


- Many times, attitudes and actions don't line up, and we just don't see it.


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


Module Option


 2025 Supplemental Health Co... 


 Event Feed


 Agenda


 Community Engagement


 Conference Resources


 Speakers

 Attendees

 Exhibitors

 Sponsors

 Ratings & Reviews

 Leaderboard

May-

Reg 10:00

Ger 02:00
↓ Sea

GS1 02:30
↓ Dui



Bre 03:30

1.1 I 03:40
↓ Jav

1.2 03:40
↓ Nat






1.3 03:40
↓ Del


Agenda Option


 Detail 


General Session – Supplemental Health Industry Overview


Date and Time

     (no ratings yet)






 Sean O' Donnell, LLIF

 Location

 Session Chat

 Add To Calendar

 Ratings & Reviews

     (no ratings yet)

Thank You



Navigate With Confidence



**SOCIETY OF
ACTUARIES**