



# What Keeps Marketers Up At Night?

Peter Gelbwaks

Mark Goldberg

Scott Williams

THE ELEVENTH ANNUAL INTERCOMPANY LONG TERM CARE INSURANCE CONFERENCE

# ILTCI



# Many Challenges Keep Us Up At Night

- \*Our industry has gone from placing over \$1,000,000,000 in 2000 to placing less than \$500,000,000 in 2010.
- \*Anticipated profits have not materialized.
- \*Many of the carriers have either lost economies of scale or have exited the industry.
- \*We are questioning the viability of our current products.



# Many Opportunities Keep Us Up At Night

- \*We are obsessed with the need to protect Americans.
- \*We are encouraged with the demographics.
- \*We are consumed with the question, “What can we do to get it right?”



# Our Format

- \*I will ask the panel many of the same questions that may well keep you up at night.
- \*I will pose a question to only one member of the panel. The other two will not comment unless that have a different opinion or can add a substantial point to the answer.
- \*Our goal is to focus your thoughts so that we may all solve the issues involved and sleep better at night.



# What Keeps Marketers Up At Night?

Peter...Are you worried about the degree that you can influence the carriers?

Scott...You must be thinking a lot about a profitable product design.

Mark...Are you concerned about the viability of the current LTCI products?



# What Keeps Marketers Up At Night?

Peter...Do you think we've got a solution to the financial risk of aging?

Scott...Tell us your concerns about shrinking distribution.

Mark...Do you think other carriers will exit the LTCI industry?



# What Keeps Marketers Up At Night?

Peter...Do you feel it is necessary to diversify your business?

Scott...Are you concerned that LTCI has become a niche market type of industry?

Mark...What are your recruiting and training challenges?



# What Keeps Marketers Up At Night?

Peter...Do you believe that linked products are saleable and can they lift the industry?

Scott...Do you feel a lack of control of your ability to get marketers to sell LTCI?

Mark...How can we make the selling of LTCI more attractive to producers?





# What Keeps Marketers Up At Night?

Peter...Are you concerned that the current LTCI product design is not viable?

Scott...What changes do you foresee as necessary for us to “get it right?”

Mark...How can we simplify the selling process?



# What Keeps Marketers Up At Night?

Peter...Are you trying to build new relationships for your brokerage?

Scott...Will you be encouraging distributors to look for new alliances?

Mark...Give us your perspective on the 3in4 campaign.



# What Keeps Marketers Up At Night?

Peter...What new product ideas excite you?

Scott...What will be the impact of CLASS on the employer market?

Mark...How are your agents utilizing remote selling?



# What Keeps Marketers Up At Night?

Peter...How do you plan to sell against CLASS?

Scott...Do you envision more split case agreements between types of distributors?

Mark...How do you feel social media will impact our future?



# What Keeps Marketers Up At Night?

Peter...Are you projecting significant sales of linked products?

Scott...Will the current and future rate increases lead to better designed LTCI products?

Mark...What is working best in your recruiting and training?



# What Keeps Marketers Up At Night?

- Questions?