



WHAT ADVISORS CAN DO TO BRING REAL VALUE TO THE PLANNING PROCESS

PREPARING FOR THE INEVITABLE





AGENDA

- Fundamental Market Challenge
- Why is this?
- Trends in Life Care
- Typical Approaches
- Attributes of Care Management
- Additional Solutions
- Call to Action

ADVISORS DO NOT PREPARE FAMILIES FOR TRANSITION

- People are living longer and longer
- Advisors don't know what they don't know
- The most intimate of decisions
- How do you plan for "transition"?

Leading to...*Uncertainty, guilt, family conflict AND clients do not have a voice.*



TRENDS IN LIFE CARE

- Average Life Expectancy
 - 80 year average; HNW 100 year
- Chronic conditions
 - One condition (85%); Two conditions (60%)
- Expected ALZ diagnosis
 - 1 out of 3 seniors are diagnosed
- Housing options
 - Care homes vs traditional facilities
- Senior technology and devices
 - Alexa for seniors
- Medical approaches
 - Personalized medicine
 - Extended disease management options





GAPS IN EXISTING PLANNING APPROACH

- Division of medical and financial like “church and state”
- Siloed specialists (asset mgt, attorney, CPA, medical, etc)
- Tough medical conversations-treatment options are not living options
- People don't know how to navigate healthcare
- Denial of gray area between active living and death

No incentive for dying well.

TYPICAL APPROACHES AND FLAWS

- Plan does not include transition
 - Expense crisis
 - Family uncertainty
- Minimal transition plan
 - May have strategies for cost mitigation
 - Plans are generic, needs specifics
- Expect G2 or G3 to know what to do
 - G1 choices are genetic
- Let healthcare system decide
 - Healthcare is often delivered regardless of existing legal documents

If your clients don't want the state to determine their asset distribution, why would they want to let a system dictate their health choices?



HOW TO FILL THE PLANNING GAP

1. Clients need a roadmap
2. Shared decision-making between client and MPOA(s)
3. Advisors must be collaborative holistic team players



CARE MANAGEMENT DEFINED

- Holistic Approach
 - Medical
 - Environmental
 - Psycho-Social
 - Financial
 - Legal
- Expertise
- Team-Player
- Local



PALLIATIVE CARE

- What is it?
- Who should consider this care?
 - examples
- How do I access it?
- Who pays for it?
- How does it work?
 - Hospital
 - Community
- What's the value?
 - Comfort care
 - Decision-making support



Generation Impact Proposition

Advisors are able to prepare multigenerational families for life transitions...

through implementing an advanced care model designed to discover individual choices and bring peace of mind

...by using a dedicated nurse who specializes in finding and sustaining the balance between effective healthcare and quality of life.



COMPARE & CONTRAST

- Alzheimer's Diagnosis
 - Hard Costs (average \$400K spend)
 - Out-of-pocket Medical
 - Long-term caregiving
 - Housing considerations
 - Soft Costs
 - Missed work/activities
 - Travel expenses
 - Anxiety/guilt
 - Family conflict
 - Legal expenses
 - Cost Avoidance
 - Crisis Moments
 - Unnecessary equipment/modifications
 - Unwanted treatment

CALL TO ACTION

- Build a Forward-looking Care Plan
 - Best time to start is now
- Lots of Starter-Kits available
 - Conversation Project
 - Five Wishes
 - Age Your Way
- Engage a Care Manager



FIVE
WISHES®
Starter Kit