

Getting PERSONAL

with
PPC Personalized
Planning Concepts

Long Term Care: You Have Choices

Life does not always (or some may say ever) turn out as we have planned. While the twists and turns can give us the spice, variety and fulfillment, they can also bring on stress, fear and frustration. When Christopher Reeve's tragic accident hit the media in 1995, it exposed an issue that most Americans have not ever considered: the need for care on a long term basis. At age 43, "Superman" needed assistance with every aspect of his daily life; proving that tragedy can hit **ANYONE AT ANY AGE**.

But even beyond the need, we should question the means; the average cost of care in the U.S. is nearly \$80,000, a 3% rise over last year. And it's continuing to escalate. So where does that money come from? Private Health Insurance won't cover it, and neither will Medicare. Medicaid is available to those over 65 BUT will require you to spend down your personal savings first. In reality, we have

to plan to take care of it all ourselves. But how do we do this?

There are solutions...but they aren't for everyone. In the Long Term Care World, 50 is the new 60. People are looking at policies to protect them from this potential threat at younger and younger ages. Discounts and features start to diminish with every passing year. If costs and options pricing remain the same, in theory, you will never pay less for coverage than you will today.

Give yourself choice, independence and peace knowing that the burden of care will not drain your family, either financially or emotionally. Don't miss the opportunity to make an informed decision. Discover the power and flexibility of today's LTC innovations. Call me today and KNOW for sure whether LTCi should be part of your plan.

How Much Do You *Really* Know About LTC?

- | | |
|---|---|
| <p>1. LTC only affects the elderly:
A. True
B. False</p> | <p>2. The average cost of a one-year stay in a nursing home is about:
A. \$30,000
B. \$45,000
C. \$60,000
D. \$75,000</p> |
| <p>3. Medicare covers the majority of LTC costs:
A. True
B. False</p> | |

(Answers on reverse side)

Welcome!



Welcome to our first issue of "Getting Personal." This monthly newsletter contains the first set of articles highlighting the importance of researching and planning when looking for a long-term care policy. Life happens too quickly and being prepared for those changes is crucial.

I hope you will enjoy the articles and learn something you didn't already know. For more information on how to qualify for long-term care, annuities and life insurance please contact me at **(800) 278-6013** or visit my website at **www.personalizedplanningconcepts.com**.

My staff and I are always here to help and give you the tools to plan for a successful, enjoyable retirement.

Maria Marcovecchio

Maria Marcovecchio, President
Personalized Planning Concepts



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Michigan Professional
Fire Fighters Union

PERSONAL *Getting*

17313 Spartan Drive
Brownstown, MI 48174

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Who Is Maria Marcovecchio?

Maria Marcovecchio is president and founder of Personalized Planning Concepts, an agency focusing on solidifying all retirement needs. With over 10 years experience in asset preservation, Maria comes from a strong, family-oriented background. As the second generation of an Italian immigrant, Maria worked in her father's menswear store as a child, ac-

quiring crucial work experience at an early age. Maria earned a Bachelor's of Science in Marketing at Madonna University. Realizing the importance of planning for a sound and secure financial future, Maria joined M&O Marketing, as the Director of Long Term Care, along with founding Personalized Planning Concepts. She is actively licensed to sell financial and

insurance products in all 50 states. Maria is also the proud mother of two girls, Gianna (3) and Julia (2).

Put Maria and her dedicated, knowledgeable staff to work for you. They look forward to earning your trust and confidence and to the opportunity of helping you achieve your financial and retirement needs.

Answers To "How Much Do You Really Know About LTC?" Inside

1. **B. False is correct.** About 40% of those who require long-term care are younger than 65 years old.
2. **B. False is correct.** Medicare does not cover extended stays in a nursing home. It only covers skilled nursing or rehabilitative care for a short-term stay of up to 100 days, but it does not cover custodial care for any period of time. Neither does private supplemental medigap insurance.
3. **D. \$75,000 is correct.** In 2008, the average cost of a private room in a nursing home is \$77,380 a year. The average nursing-home stay is about two and a half years.

