

Recent Insurance Experience: Long Term Care

Consumer LTC Exploration

- ✓ In-depth telephone interviews followed by an online quantitative survey with consumers who own/have shopped for LTC to understand perceptions and needs regarding LTC and quantify interest in solutions using a Max-Diff exercise

LTC Concept Text

- ✓ In-depth phone interviews with consumers who own a specific carrier's LTCi policy to understand overall perceptions and reasons for purchasing LTC coverage and assess reactions to potential changes to the policy



LTC Concept and Message Test

- ✓ Focus groups, in-depth telephone interviews, and quantitative research with LTCi owners to evaluate materials, communications, and to test product option preferences

LTC Rebranding Research

- ✓ Online survey with consumers ages 40-65 to understand familiarity with LTC, determine methods for researching LTC, and test potential names for LTC as well as differing levels of benefits

LTC Market Evaluation

- ✓ In-depth telephone interviews with wholesalers, distributors, and advisors to understand market opportunity for alternative LTC solutions and understand what solutions they feel work best for different consumers