

PC25

Trustmark
Producer Conference
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TRAILBLAZING



Trustmark 

Trustmark Life + Care: A modern solution



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Agenda

Today we'll discuss...

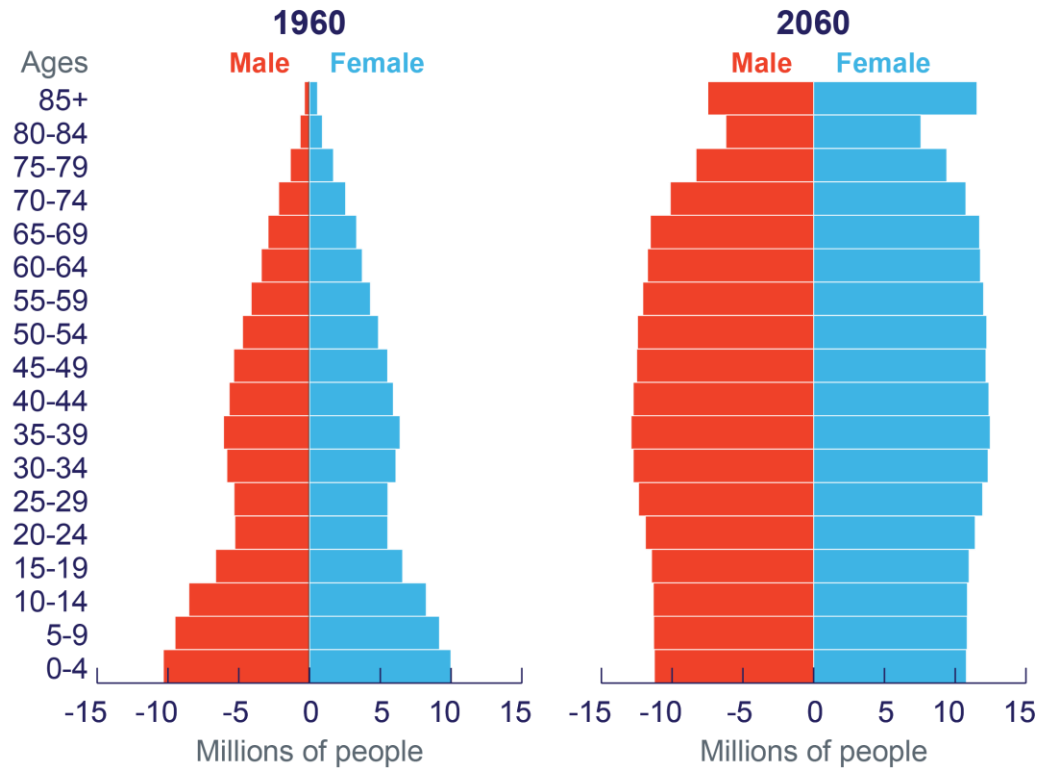
- The long-term care landscape
- Trustmark Life + Care[®]
- Underwriting and product metrics
- Looking ahead
- Key takeaways

The long-term care landscape

Who will support the elderly?

Between 2030 and 2035, there will be more people over the age of 65 than under the age of 18*

From Pyramid to Pillar: A Century of Change Population of the United States

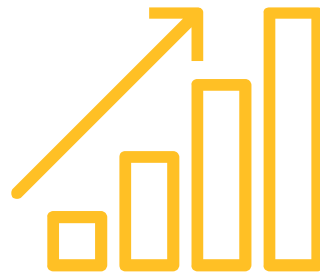


*The Caring Company. Harvard Business School. How employers can help employees manage their caregiving responsibilities- while reducing costs and increasing productivity. 2018.

*Source: National Population Projections, 2017 www.census.gov/programs-surveys/popproj.html

Fewer professional caregivers

-139,000



Nursing homes and residential care facilities need 139,000 more employees to reach pre-pandemic levels

Increasing demand for care

The result? More expensive care services

State Of The Sector: Nursing Home Labor Staffing Shortages Persist Despite Unprecedented Efforts To Attract More Staff. AHCA. 2024

Caregiving can be burdensome for caregivers



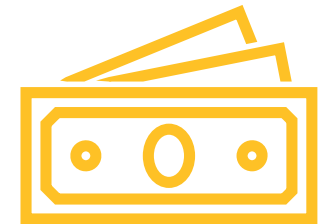
53 million unpaid caregivers in U.S



8 of 10 caregivers report out-of-pocket costs related to caring for adult family member or friend



Average OOP expenses: \$8,707



On average, family caregivers are spending 26% of their income on caregiving activities

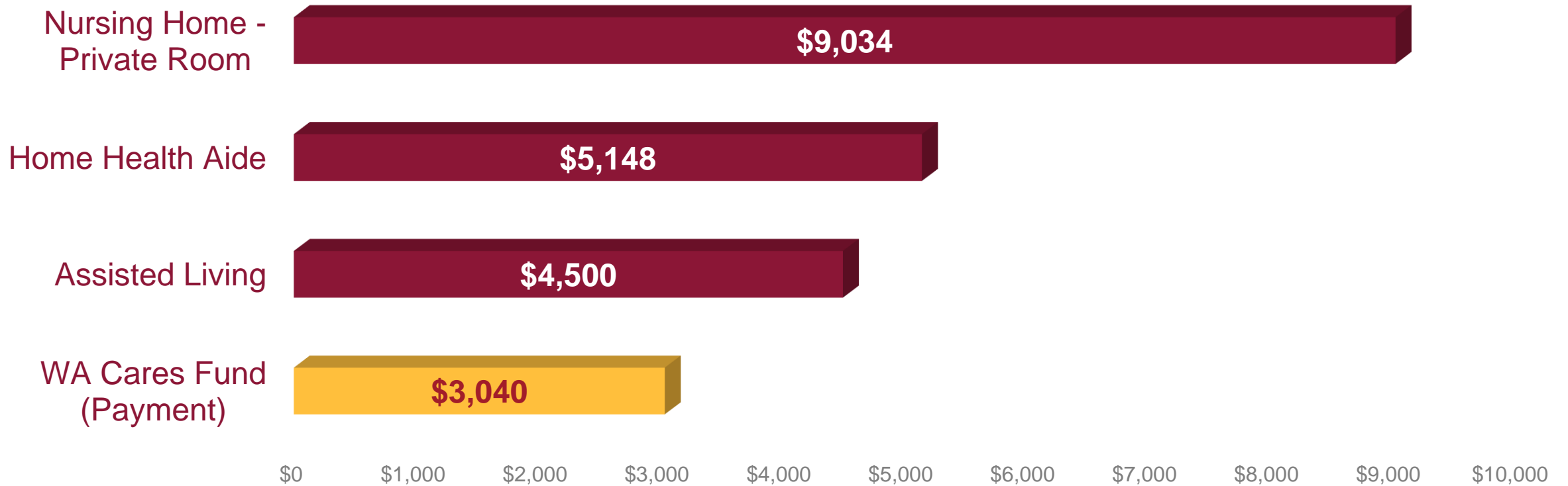
Caregiver Statistics: A Data Portrait of Family Caregiving. A Place for Mom. 2023.

Medicare Advantage in 2024: Premiums, Out-of-Pocket Limits, Supplemental Benefits, and Prior Authorization. KFF. 2024.

AARP. Caregiving Out-Of-Pocket Costs Study. June 2021.

State programs in perspective

The WA Cares Fund vs. Average Monthly Costs/Payments



Source: Genworth Cost of Care Survey. 2021.



Trustmark Life + Care[®]

The basics

Trustmark Life + Care with Long-Term Care or Chronic Care

- Permanent life insurance to age 121
- Issue age with level premium
- Premiums and benefits are fully guaranteed
- Extended term or reduced paid-up benefit if lapse is after 10 years
- Guaranteed issue spouse & child term riders



Life + Care has it all

The value that adds up

- Available as both Qualified Long-Term Care or Chronic Care
- Flexibility to choose who provides care — for how long and how benefits are received

Professional Care

4% monthly benefit

Family Care

2% monthly benefit

Death Benefit Restoration

Restores the benefit that is reduced to pay for care

Extension of Benefits

Can double the care benefits for professional and/or family care

Death benefit reduction levels

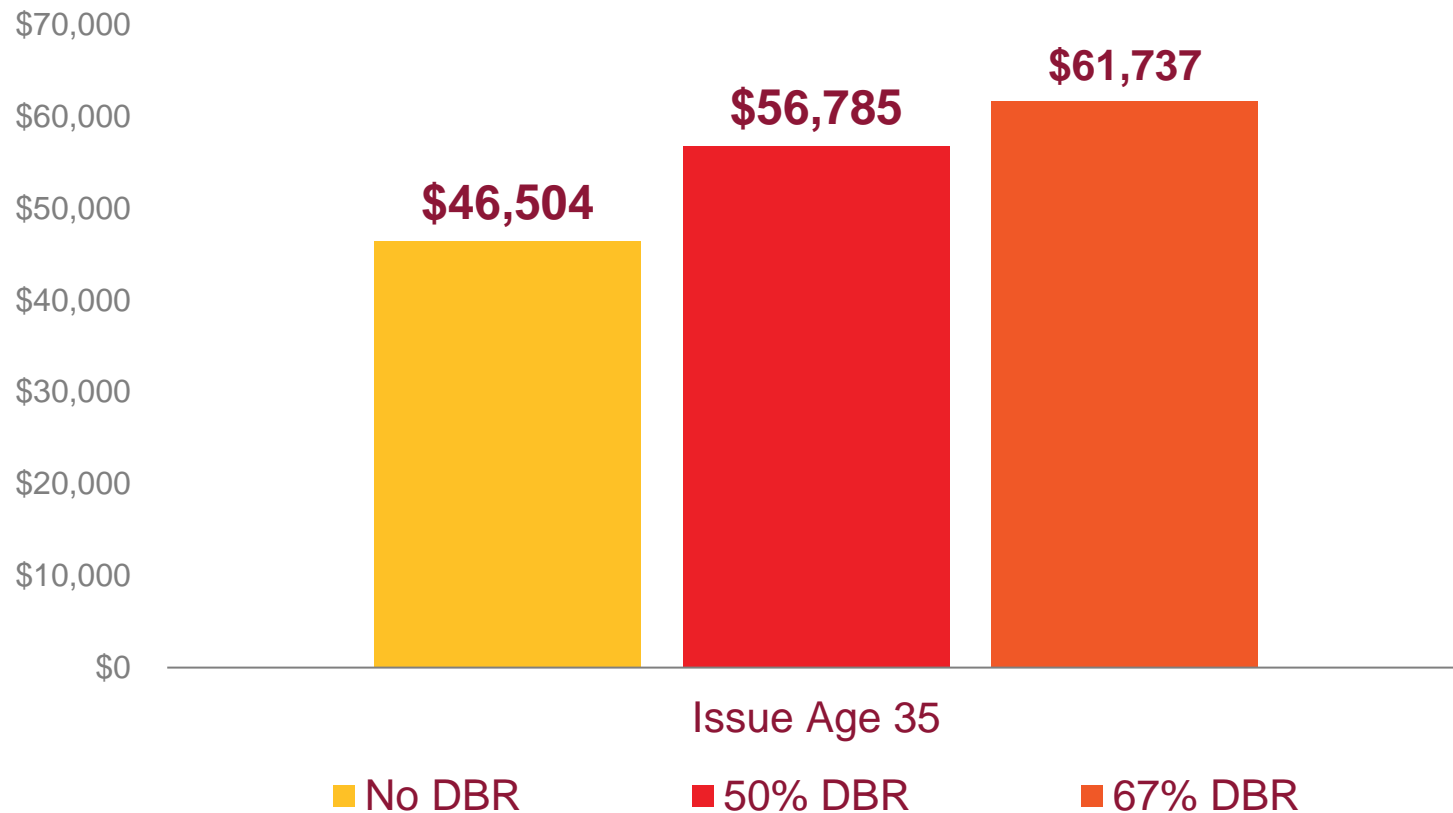
0%

50%

67%

LTC or Chronic Care benefits remain level for the life of the policy

TLC purchase with \$10/week premium



Face amount purchased for \$10/week with LTC or for both Professional Caregiving (4%) and Family Caregiving (2%)

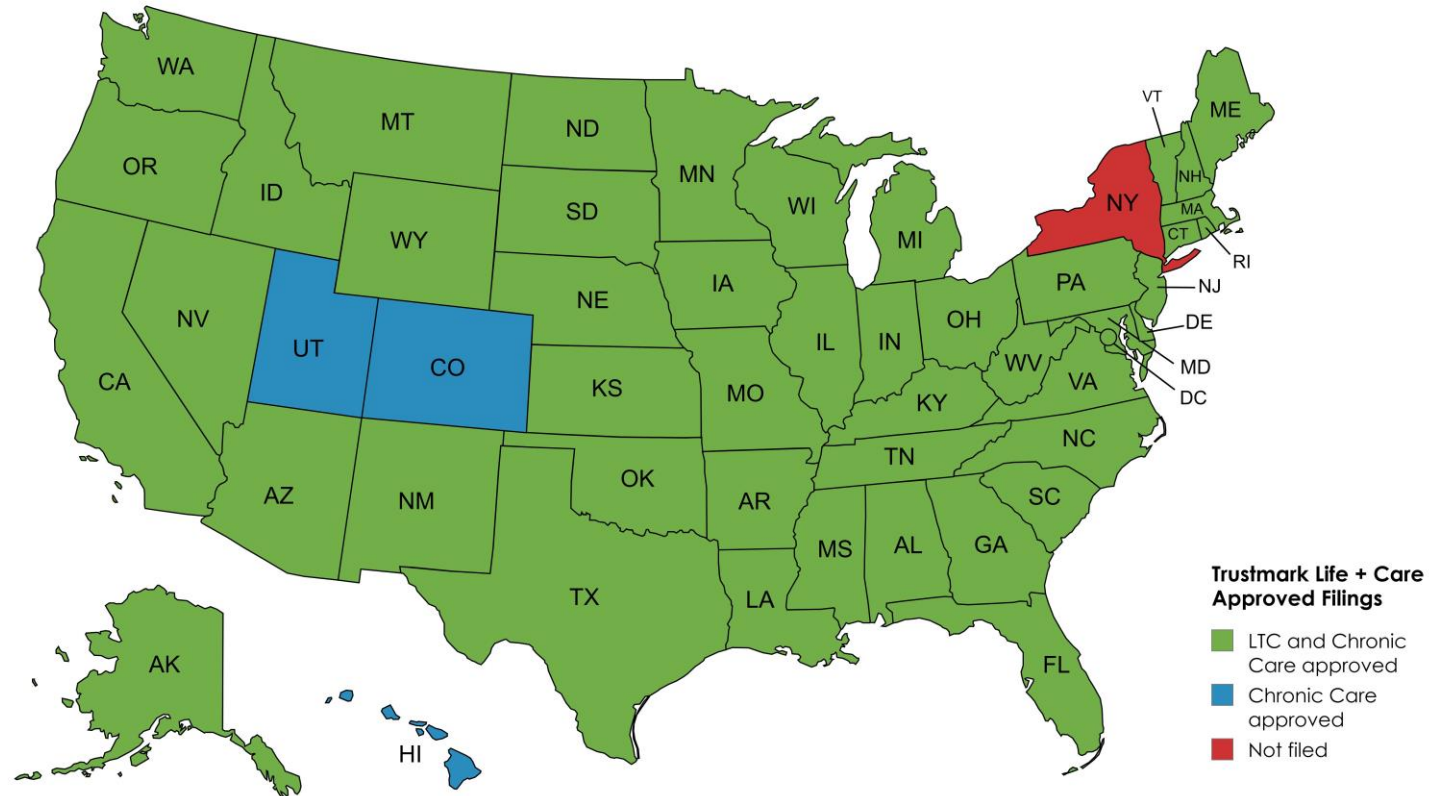
Let's take a look at a \$100K policy scenario...

A policyholder had a stroke in March of 2022. Receives care from children at home. After 12 months of increasing difficulty, a home healthcare worker is hired.



Trustmark Life + Care with Long-Term Care or Chronic Care

- Can offer Long-Term Care or Chronic Care, but not both
- Long-Term Care is not available in CO, HI and UT
 - Chronic Care is available in all states



Underwriting and product metrics

Designed to be guaranteed issue

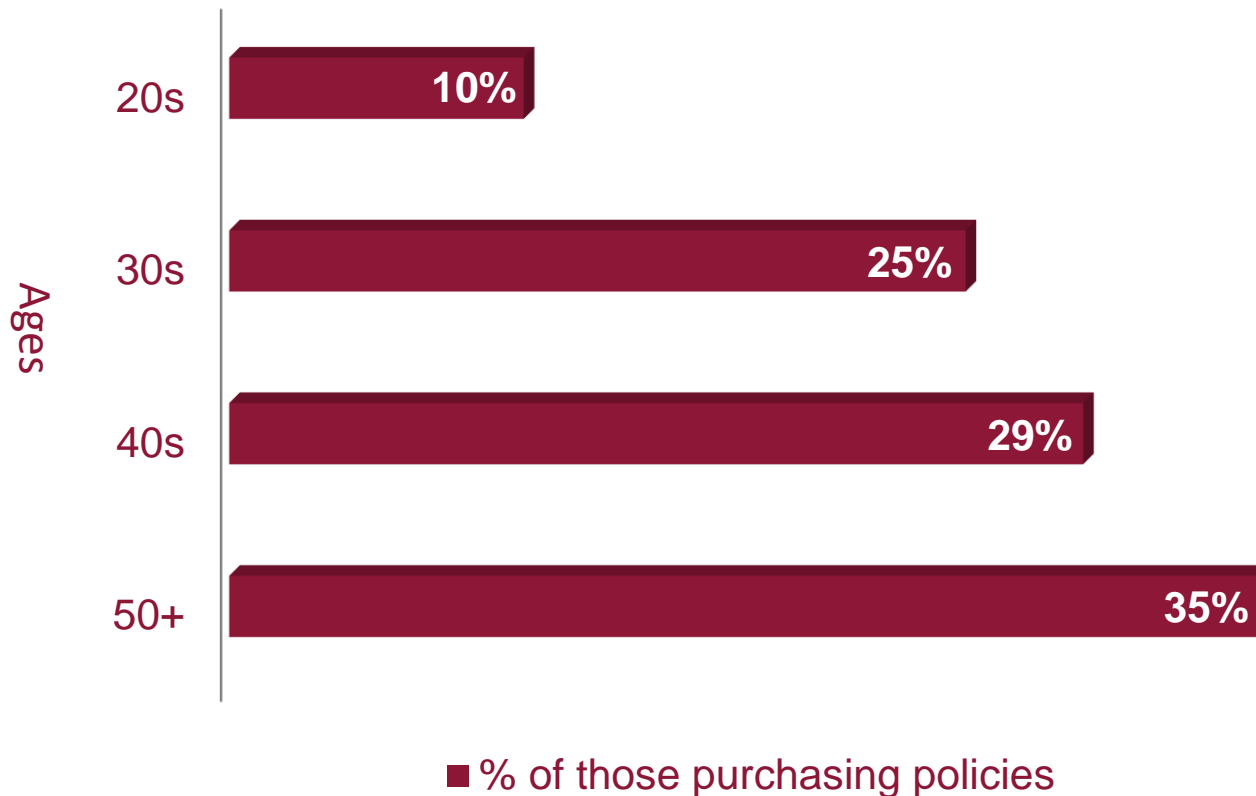
- Underwriting limits vary by case size & target industry
 - Up to \$200K
 - Field underwriting available for coverage over GI offer
 - Only question for employees is tobacco status
- Child term rider and spouse term rider are guaranteed issue
- Issue age 18-75*
- Enhanced ben admin system compatibility

**Issue ages 71-75 are MGI. Not all benefits available at all ages*



Who is purchasing?

Trustmark Life + Care skews older than Universal Life & Trustmark Universal LifeEvents®



Issue age	Average face amount
20s	\$49.6K
30s	\$55.4K
40s	\$59.6K
50s	\$58.0K
60s	\$45.4K
70s	\$34.4K

What are employees purchasing?

Product purchased

93% 67% Death Benefit Reduction

6% 50% Death Benefit Reduction

1% No Death Benefit Reduction

Benefit	Percent purchasing
LTC + Restoration & Extension	64%
Chronic Care + Restoration & Extension	25%
Chronic Care + Restoration	11%



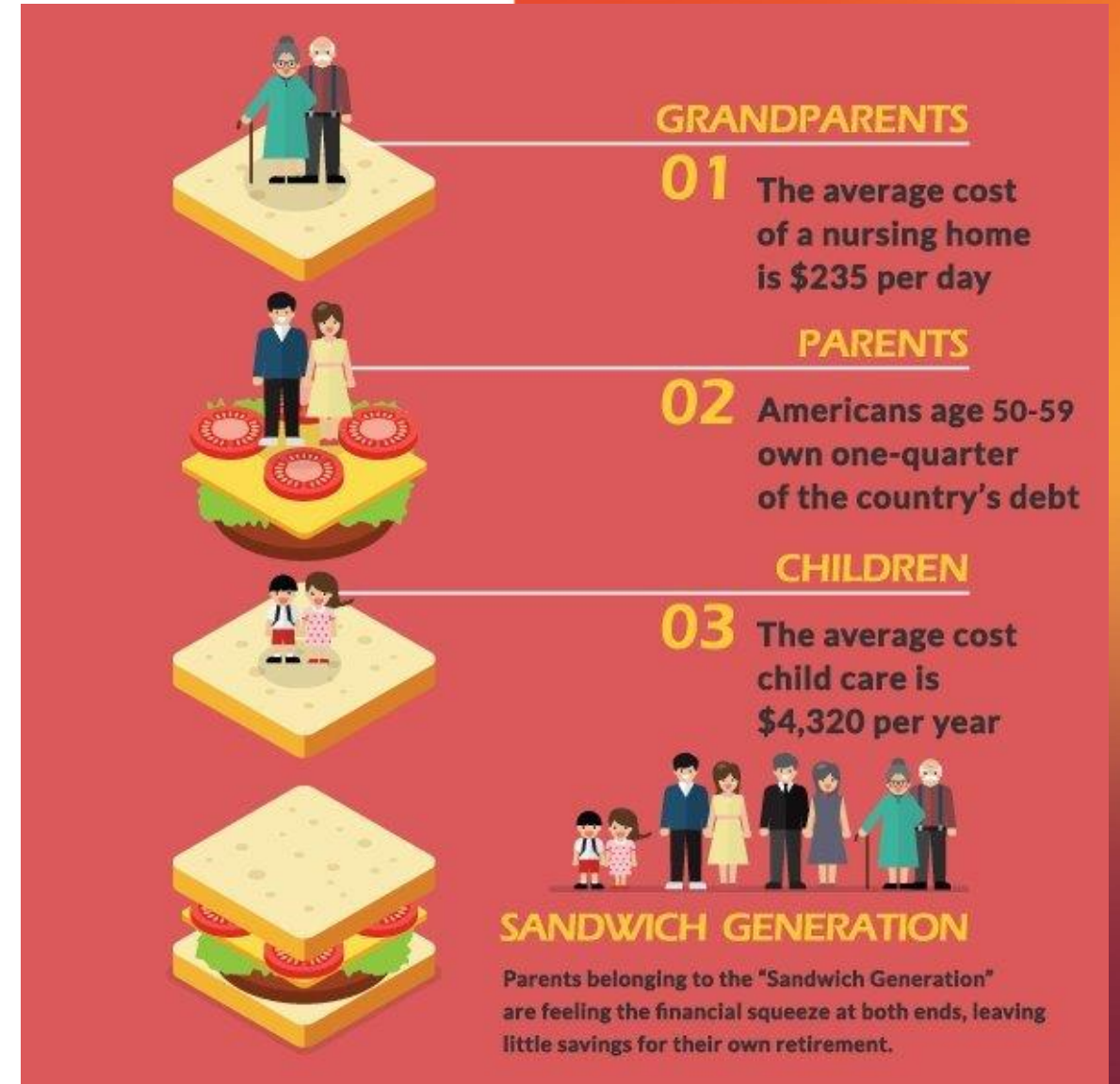
Looking ahead

Sandwich generation

Employees are caught in the middle

- Added responsibilities of caring for parents is causing emotional, financial, and physical stress
- This generation plays a vital role in combating the care crisis

How the "Sandwich Generation" Manages Raising Kids While Caring for Elderly Parents. InCharge. 2021.



Introducing Cariloop

Effective on all new Universal Life, LifeEvents, and Trustmark Life + Care cases starting March 1, 2025

- Access to licensed care advisors to help guide care decisions
- Offers 24/7 support for managing unexpected caregiving needs
- Empowers families to make better, well-informed care choices



**Interested in continuing the
conversation on LTC?**

**Join us for our breakout
session, *Introducing Cariloop!***



Session

**Introducing Cariloop: A
new way to support family
caregivers**

Tuesday, Feb 4

10:00 – 10:35 AM

Stemmons Ballroom



Trustmark Life + Care[®] checks all the boxes

Locked in rates and benefits



No risk of rate increases for living benefits



Benefits for professional and family care



100% Benefit Restoration



Living benefits remain level for life of policy



No permanency requirement for living benefits



Death benefit reduction options to maximize value



Key takeaways

- Trustmark Life + Care eliminates the uncertainty around life with long-term care planning
- Younger generations are beginning to invest in life insurance
- Employees are interested in LTC benefits now more than ever
- Trustmark Life + Care can be sold with Chronic Care or Qualified LTC benefits

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Thank you!