

Prudential LTC3SM – The Cash Alternative Benefit

Prudential has enhanced its individual long-term care product by adding the new Cash Alternative Benefit to all of its LTC3 base policies. This *built-in* benefit helps to give your clients the choice and control they want and need.

The Cash Alternative feature allows your client to choose a cash payment of 40% of their Home Care Daily Benefit in lieu of reimbursement. When your client becomes eligible for benefits, they may elect to be reimbursed for eligible charges up to the full amount of Home Care Daily Benefit they selected or receive the 40% cash benefit each month. They may use the cash payment to help address their long-term care needs in any manner they choose—such as for informal care provided by a family member. By electing the Cash Alternative Benefit option the lifetime pool of money is only reduced dollar-for-dollar, which may extend the duration of benefits. The best part is—they are not required to submit any bills. They fill out a claim form each month to elect the cash instead and it's done. It's easy, it's convenient, and it's flexible.

Highlights of the Cash Alternative Benefit

- No receipts or submission of bills is necessary.
- The 40% of the Home Care Daily Benefit is paid to the insured in full—regardless of the actual expenses incurred.
- Can help pay for anything the insured needs/wants to pay for—including services received outside the United States.
- Since it's cash, it's not limited to long-term care services.

For Example: Your client's Home Care Daily Benefit is \$200. In a 30-day month, instead of incurring eligible charges for the full \$6,000, she only incurs \$2,000 worth of eligible charges. All she has to do is fill out the claim form and elect the Cash Alternative Benefit for that month and she'll receive a benefit payment of \$2,400 (40% of the actual benefit of \$6,000). She can pay for the eligible long-term care services (\$2,000), and use the remaining \$400 any way she wants. It's that simple.

The Cash Alternative Benefit, built into all LTC3 policies, means choice and control.

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LTC3SM Long-Term Care Insurance is underwritten by
The Prudential Insurance Company of America, 751 Broad Street,
Newark, NJ 07102, (800) 732-0416.

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