

## **Session Summaries for Forum on Long-Term Care Financing January 7, 2020**

### **A New Approach to Long-Term Care Financing**

**Keynote Speaker Marc Cohen** is professor of gerontology at UMass Boston. At UMass, Dr. Cohen is co-director of the LeadingAge LTSS Center. During his long career, Dr. Cohen has contributed to long-term care (LTC) financing thought in both the private and public sectors, and has drawn on his years of experience to design and propose a new way for financing LTC. Judy Feder of Georgetown University and Marc Cohen have developed a new approach to LTC financing that is getting lots of attention in the LTC financing world. Dr. Cohen will share the key elements of the new approach.

### **Designing Universal Family Care**

The dynamics of work and family life have shifted over the past several decades, public policy has not kept pace with working families' changing needs. Caring Across Generations and the National Academy of Social Insurance (NASI) have recently developed a new policy option called Universal Family Care that offers a universally accessible, family-based approach to strengthening our care infrastructure. **Ben Veghte, research director** at Caring Across Generations and director of the NASI Study Panel, will describe this policy proposal.

### **Could Minnesota Create a Statewide Long-Term Services and Supports Trust Program?**

In 2018, the State of Washington Governor signed a law that would establish a Long-Term Services and Supports Trust Program available to all residents. Eligible individuals would be entitled to a total of \$36,500 in benefits to pay for LTC. This success has spurred interest around the country regarding the steps needed to create similar programs in other states.

**Catherine Kinnaman, State of Washington** worked on this option, will describe the benefit that the program provides, what Washington went through establishing the program, and lessons learned that could be useful for Minnesota if the state wanted to follow in their steps.

### **New Role for Medicare in Long-Term Care?**

**Mark Cullen, director of programs and advocacy at the Metro Area Agency on Aging** is leading an effort involving many providers of non-medical services, to provide simpler and more universal access to support services such as meals, transportation, chore, home maintenance, respite, etc. for use by health plans and other providers. Learn more about these changes and how this new approach could help your organization participate in these reform efforts. We have also invited Lori Vrolson, Director of the St. Cloud Area Agency on Aging and a representative from a health plan (invited) to discuss possible new linkages between health plans and the area agency network.

### **Crisis in Caregiving**

We will be facing a crisis in caregiving as our population ages, and the need for assistance with activities of daily living increases. The pool of individuals who are interested and

available to work as personal care attendants or CNAs in senior facilities, will shrink, and represent a critical shortage for those with no family available. What policy options address this first in a lifetime demographic shift? We need to be smarter and more strategic with existing resources, including the large valued corps of the “quasi formal” network volunteers who are family caregiver substitutes. Led by Kari Thurlow, LeadingAge MN, a panel will describe current thinking and possible policies that could address this critical issue.

### **The LifeStage Protection Product: Next Steps and Society of Actuaries Project on Catastrophic insurance**

One of the goals of the Own Your Future (OYF) initiative is to identify financing options to help middle income households in Minnesota to afford the costs of LTC and prevent or delay the need to use Medicaid. One option that OYF has worked on is a LifeStage Protection Product that begins as a term life insurance product when individuals are younger and converts into LTC insurance when individuals retire or meet a specific age. The premiums are affordable, and early research suggests this product could provide significant savings in the Medicaid program. **John O’Leary, consultant to Own Your Future in Minnesota**, has worked on this insurance option for several years, will describe the main elements of this concept and next steps to further potential product development by carriers. In addition, The National Society of Actuaries has funded an expert team to build on recently completed studies to consider potential options for a state specific design for public catastrophic LTC protection. John and his team members will describe their research in this area.

### **Status of Long-Term Care Insurance in Minnesota – What’s Next?**

Recent data shows continuing decline in sales of traditional LTC insurance, with growing interest in combo products that link LTC insurance with other types of insurance. What is the future for this product as the number of older people who need care rapidly increases and thus increase demand for financing products? **A panel of regulators, consumers and insurers** will analyze and speculate on the future of this product.

### **What Do Consumers want in Long-Term Care Financing Products?**

There is a critical need for new LTC finance products that specifically address the needs and price points of the middle income market. Traditional LTC insurance product sales are in a significant downturn, and have become less affordable over time. **Eileen Tell, a researcher** with deep knowledge of the LTC insurance and related markets, will share research on what LTC consumers are looking for right now. Also addressing the question of what consumer want will be a provider with extensive experience with market solutions desired by the consumer.