

Joint protection from Asset-Care campaign



Get LTC protection for less — together!

Our patented joint life protection covers two people with one policy unlike any other in the industry. Spreading the risk over two lives can reduce the cost and provide a larger pool of shared benefits compared to two individual policies. The two insurable interests can be a variety of combinations, which enables you to create an asset-based LTC strategy that fits their unique needs. Have you considered reaching out to potential clients like business partners, siblings, or parent-child combinations? As long as there is not more than a 25-year age difference, Asset-Care can help.

You won't find another joint life product with all of these features in today's market.

Get started today by visiting the campaign page to access new sales resources:

www.oneamerica.com/campaigns/joint-LTC.

Key messages

- 1+1>2 Get LTC protection for less — together!
- No matter where life takes you, your both protected.

Target audience

Consumers ages 45 and older who want to stretch their dollars further by protecting two lives on one policy while also protecting their retirement income from the high costs of LTC events. Baby boomers are the largest target demographic. They are interested in preserving

their assets, controlling their care, maintaining their independence and protecting their family.

Joint protection can cover many combinations of insurable interests. Pairings include spouses, siblings, business partners, domestic partners, same-sex partners, and parents and children.

Key campaign assets

- Consumer flyer
- Joint life deep dive
- Consumer direct mail
- Social media campaign
- New white paper
- Campaign landing page:

www.oneamerica.com/campaigns/joint-LTC



Note: Products are issued and underwritten by The State Life Insurance Company® (State Life), Indianapolis, IN, a OneAmerica company that offers the Care Solutions product suite. **NOT A DEPOSIT • NOT FDIC OR NCUA INSURED • NOT BANK OR CREDIT UNION GUARANTEED • NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY • MAY LOSE VALUE**

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