

41 YEARS OF GUIDANCE, SERVICE AND EXPERTISE



www.magaltc.com | [\(800\) 533-6242](tel:8005336242) | maga@magaltc.com

Dear Clients, Colleagues, and Friends,

Happy holidays! We have a few items of business to share before the holiday season fully descends.



First, we invite you to read the attached MAGA Messenger, our annual print newsletter for insured clients. It's one way we remind them that we are here for them. If your clients obtained their long term care insurance through MAGA, they received this in the mail. It's packed with tips on getting the most value from LTCL, so you might find it informative, too.

In addition, we recently unveiled our new 2017 continuing education program, "LTC Planning: Understanding & Evaluating Today's Policy Choices." Many of you have asked us when we're holding our first 2017 open webinar. The answer is: as soon as possible! As soon as we lock in a January date, we'll let you know, so keep an eye out next month for our enewsletter.

Finally, we'd like to give you advance notice of our holiday hours. Our office will be closed:

- Friday, December 23, from 12 noon CST on; reopening Tuesday, December 26
- Friday, December 30, from 12 noon CST on; reopening Tuesday, January 3, 2017

During the holidays, we'll be enjoying some much-anticipated time off with family and friends. We hope that you will be, too!

Sincerely,

Brian I. Gordon, CLTCPresident

[Download the 2016 MAGA Messenger.](#)

Why HIPAA Release Forms Matter



Over the last four decades, we've helped our clients collect millions of dollars in LTCI benefits. However, due to HIPAA privacy laws, it's no longer as simple as it used to be.

Carriers can't share claim information with us without the insured's written authorization. In order for us to advocate effectively for clients, they need to first provide a completed HIPAA Release Form.

It's not always possible to get these forms completed at claim time, so our recommendation is to get them done now. If your clients have LTCI through MAGA, please request a HIPAA Release Form from us by calling 800-533-6242 or emailing maga@magaltc.com.

Return the completed forms to MAGA, and we'll submit it to the appropriate carriers. This way, we'll be well positioned to go to bat for your clients when they need to use their benefits.

There's Still Time to Secure MassMutual Unisex LTCI Rates

We've previously alerted you to the fact that MassMutual----the last major LTCI carrier to offer unisex rates-----announced that it's converting to gender-based rates. This will happen when the carrier releases their next-generation LTCI product sometime next year.

Chances are, women won't be seeing rates like this again. (Females generate the majority of LTCI claims, so gender-based rates are now the industry standard.) But there's still time for your female clients to lock in the more advantageous unisex rates.

MassMutual recently made changes to its distribution network that limits the accessibility of its products. However, our Vice President, Peter R. Florek, CLTC is an authorized MassMutual representative, so we are able to offer MassMutual's LTCI plans.

If you're working with female clients who are ready to purchase LTCI coverage, we urge you to obtain quotations in advance of the rate change. To request a proposal, please contact Peter at peter@magaltc.com or call 1-800-533-6242.

What Will 2017 Bring?

While we don't have a crystal ball, we think it's a safe bet to predict that some interesting times await us all in 2017.



We are confident that, in terms of the LTCI market, asset-based life/annuity LTCI plans will continue to grow in popularity. At the same time, we're looking forward to innovations in the traditional LTCI segment, as leaders like MassMutual release their next-generation LTCI products.

In our January enewsletter, we'll be bringing you all the new 2017 "numbers"----- LTCI maximum tax deductions, HSA caps and Medicare Parts A and B benefits and premiums. We'll also be telling you more about our new 2017 CE program. A new year brings new opportunities.

In the meantime, season's greetings to all!

We're Here to Help

Please contact us with questions, comments, or even just to say hello.



Murray A. Gordon
CEO and Founder

*41 years of experience in a
42 year old industry.
2015 Recipient of Lifetime
Achievement Award in
Entrepreneurial Excellence*

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Brian I. Gordon, CLTC

President

*Ranked #5
Asset-based Producer**

*Ranked Top 15
Traditional LTCI Producer**

brian@magaltc.com

Peter R. Florek, CLTC

Vice President

*Ranked #2
Asset-based Producer**

*Ranked Top 30
Traditional LTCI Producer**

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* Source: AALTCI 2015-2016 Sourcebook

---- Praise for MAGA ----

"MAGA, Ltd. is an important resource that helps me meet the needs of my clients. I value their expertise regarding long term care insurance, their access to multiple insurers, and their commitment to do what's best for the client. I appreciate their professionalism, excellent response time, and follow-through.

My professional relationship with MAGA not only helps me better serve my clients but contributes to my success as a financial planner."

- Linda Y. Leitz, CFP, EA

Co-Owner, It's Not Just Money, Inc.

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- Employers & Professional Groups
- Financial Advisors, CPAs and Attorneys

Ask us about

traditional LTCI &

asset based/hybrid plans

We work with

**highly-rated insurance carriers
in order to serve our
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MAGA proudly supports these organizations:



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