



*—41 years—
of*

GUIDANCE, SERVICE
AND EXPERTISE IN
LONG TERM CARE
PLANNING

Messenger

Fall/Winter 2016

Putting Holiday Wishes to Work

We do wish you a wonderful holiday season. However, instead of mailing holiday greeting cards once a year, we make charitable donations throughout the year. You may appreciate knowing that in 2016, we supported the following worthy charities in our clients' honor:

- AgeOptions
- The Alzheimer's Association
- Autism Speaks
- The Breast Cancer Society
- Robert Lurie Children's Hospital

WE WORK *hard*
TO MAKE
LONG TERM CARE
PLANNING *easy!*

—HOLIDAY CLOSINGS—

Nov. 24 and 25
Dec. 23 at noon and Dec. 26
Dec. 30 at noon and Jan. 2

Dear Clients, Colleagues, and Friends,

Happy Thanksgiving, from the MAGA family to yours! As always, we are thankful for the opportunity to help you secure quality long term care protection.

When you obtained your Long Term Care Insurance (LTCI) policy, you took proactive steps to protect your family and future. We hope that you never experience a long term care health event. But if you ever do, your policy will ensure your access to quality care options, while easing the emotional and financial burden placed on your loved ones.

If your family doesn't know about your LTCI policy, the holidays are a great time to tell them!

You made a wise, caring decision when you purchased LTCI, and we're committed to helping you make the most of your investment. Please don't hesitate to contact us if you have a question or need help—and that goes for your family, too.

Sincerely,

The MAGA Team



Murray A. Gordon
CEO and Founder
murray@magaltc.com



Peter R. Florek, CLTC
Vice President
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Need Help with Other Insurance Needs?

You trusted us with your Long Term Care Insurance. Did you know we can help you with other types of insurance, too?

If you're covered by Medicare (or about to be), ask Brian about our quality Medicare Supplement plans. He can help guide you through this complex purchase with the same level of personalized service you've come to expect from our team.

And if you're considering Life Insurance or Disability Income protection, he can help with that too, by leveraging our highly-experienced network of professionals. Whether you want to make sure your current policy is still competitive or would like a no-obligation quotation, please get in touch.

We Value Your Referrals

If you have family members, friends or business associates who may be interested in learning more about LTCI, please put us in touch.

We are committed to offering the highest-quality LTCI plans on the market and working with established, highly-rated carriers. Because MAGA is an independent LTCI agency, we represent our clients' best interest, not any one insurance company.

We've built our business on education, service and referrals. The greatest compliment you can pay us is to refer us. Thank you!

How to Get More *Value* from Your LTCI Policy

YOU MADE A **SMART MOVE** WHEN YOU PURCHASED LONG TERM CARE INSURANCE. HERE'S HOW TO MAXIMIZE THE VALUE OF YOUR INVESTMENT, IF YOU HAVEN'T DONE SO ALREADY.

Review Your Coverage

We undoubtedly discussed your benefits with you when you obtained your LTCI policy, but it's easy to forget details over time. For example, one valuable benefit that many newer policies offer includes coverage for a geriatric care manager/care coordinator.

Geriatric care managers are knowledgeable professionals who can help families weigh provider choices and coordinate care. They can be invaluable in the aftermath of a long term care event, so this is one benefit you don't want to overlook.

It's a good idea to examine your policy with us every few years. You're welcome to request a policy review.

Take Your Tax Benefits

Some LTCI policyholders are entitled to tax deductions for premiums. For example, you may be eligible for a state tax credit or deduction, depending where you live. This is a good question for your tax advisor.

In addition, LTCI benefits will be tax free up to \$360 per day in 2017.

Know Your Policy Provisions

Most LTCI policies offer broad benefits, but there are some limitations. For example, many carriers only cover home care agencies that are state licensed and assisted living facilities with round-the-clock, on-site RNs. These are critical to know when choosing providers.

Complete a HIPAA Release Form

We want to advocate for you in the event of a claim. However, because of privacy laws (referred to as HIPAA), your carrier won't share claim information with us without your written authorization. Ask us for a HIPAA Release Form now, and once it's completed, we will be able to discuss any future claim information with your carrier. Feel free to request a second form for your family members, so your carrier can share information with them, too.

Don't Keep Your Coverage a Secret

Make sure your family knows you have an LTCI policy and where it's kept. Include MAGA's contact information, too. That way, if that day comes when you need to file a claim and can't do so yourself, you can rest assured that your coverage will be put to work for you and your family—we'll make sure of it.



Messenger

2016

—IN REVIEW— Our 30-Second Retrospective



2016 has been a busy year for MAGA!

We've always been committed to LTC education, but this year we took our educational programs to new heights, reaching not only individuals and employers, but greater numbers of financial advisors, attorneys, CPAs, healthcare professionals, trust officers and geriatric care professionals.

We also seized every opportunity to discuss the need for LTCI planning on the national stage. For example, Brian is currently co-hosting an LTCI segment on The Price of Business talk radio. If you read the Huffington Post, Chicago Tribune or USA Today—not to mention a number of financial publications—

you may have seen one of us quoted. (If you're curious, you'll find links to the articles and podcasts on our website, magaltc.com.)

On the service level, we assisted a number of clients who filed LTCI claims with their carriers this year. Over the last 41 years, we've helped our clients receive millions of dollars in benefits—a number that will only continue to rise. Customer service will always be a key part of what we do.

We'd love to hear from you before the year winds down. If you have a question or simply want to say hello, give us a call or send us an email.

—What People Are Saying—

WE WELCOME FEEDBACK AND APPRECIATE OUR CLIENTS' AND ADVISORS' TESTIMONIALS. IF YOU'D LIKE TO ADD YOUR OWN REVIEW, PLEASE LET US KNOW!

"I wanted to tell you how appreciative I was in how you took such amazing care of my parents. Words can't express how grateful I was, as you really put my parent's worries at ease."

Ken G., MAGA client

"After (my mom) had a stroke, she spent a month and a half in the hospital and a skilled care facility. MAGA helped us access the benefits she was entitled to under her policy. Not only was MAGA terrific to work with, they were great when we needed them most. MAGA understood my situation and was so helpful!"

Diane Slezak, MAGA client

"MAGA has served my family and my clients well for the last 11 years. Always good to have someone to refer clients to when they need LTC insurance help."

Charles P. Buck CFP®
Buck Financial Advisors, LLC

"The MAGA team is knowledgeable, service orientated, passionate, and committed to the protection of our staff with long term care insurance and the education of consumers about the importance of long term care planning."

Jonathan Lavin, President and CEO, Age Options

"Brian, Peter and Murray have been my constant guides through the complexity of LTCI issues."

Terry Savage, Personal Finance Expert, Columnist and Author

"Thank you for being so expeditious in helping Mrs. B. get approved to receive LTC benefits. We appreciate the support, guidance and advice you gave us. You are a pleasure to work with. Once you were involved, I knew we were in good hands."

Debra Lapin, LCSW
Community Relations,
Belmont Village of
Buffalo Grove

"I value MAGA's LTCI expertise, access to multiple insurers, and commitment to what's best for the client. 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.

Ruth's Story: LTCI Benefits in Action

This is the real-life story of Ruth, a much-loved great-grandmother whose family purchased an LTCI policy for her 19 years ago, in 1997.

Up until four years ago, Ruth lived independently. Then it became apparent that she needed help with some activities of daily living, the trigger for LTCI claims.

Ruth made the decision to move into an assisted living facility. She and her family toured a number of them before choosing a highly-rated facility. She moved into a studio apartment, filed an LTCI claim with our help, and began collecting benefits.

In 2014, Ruth was diagnosed with dementia. She was moved to the facility's dementia unit, where she received round-the-clock care, which

was largely covered by her LTCI policy.

The cost of Ruth's care was \$6,900 per month. Her LTCI benefit paid \$150 per day, or \$4,500 per month. The remaining \$2,400 per month was drawn from her social security benefits, savings and pension.

Sadly, Ruth passed away in October of 2015. Her goal was to stay financially independent and self-reliant. Her LTCI policy allowed her to pay for her care without exhausting her savings, going on Medicaid, or placing a financial burden on her family.

Ruth's premiums for the 19 year period averaged \$2,575 per year, while her LTCI policy paid over \$200,000 in benefits—an investment that paid off for Ruth and her family.

By the way, Ruth is Murray's mother and Brian's grandmother. At MAGA, we make sure our families' financial and retirement plans includes long term care planning...just as we recommend for your family.

MAGA Proudly Supports these Organizations:



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