



## Boost Sales with a Product for Life or Death: Long Term Care Services<sup>SM</sup> Rider

### What it's about, and why attend?

**The challenge:** In the United States, 70% of people over age 65 may require some long-term care services. Contrary to what many believe, Medicare and private health insurance programs do not pay for the majority of long-term care services that most people need.<sup>1</sup>

**A possible strategy:** AXA Equitable's Long-Term Care Services<sup>SM</sup> Rider (LTCSR) can be added at issue to many permanent life insurance policies for an additional cost. The death benefit of the policy can, in certain circumstances, be accelerated to pay for qualified long-term care services, thereby helping to pay for some of clients' long-term care needs in addition to their existing life insurance needs. Learn more at this webcast.

🔗 **Click here** to add a reminder of this web conference to your Microsoft Outlook Calendar. When prompted, open the file or save it to your desktop (some desktops require you to save the file first). After the file has been opened, select "Save and Close."

### Here's how to participate:

date: Tuesday, January 19, 2010

time: 1:00pm (EST)

hosts: Bruce Guillemette, MSM, CLU, ChFC, FLMI, Assistant Vice President, Advanced Markets  
Peter Cyr, Advanced Markets, Senior Case Design Consultant

login: Please click on this link below:

<https://lobby.mc.iconf.net/GCC/conferencing/partaccess.asp?ba=6>

Then, please enter the Moderator's Meeting Number: 6543675. Click "Join Meeting as Participant" and follow prompts. Please login 10 minutes prior. Not online? For telephone access, please dial 1-866-270-7427. Enter the Moderator's Meeting Number \*6543675\*. Be sure to use the \*(star) key before and after the number.

questions: If you have any trouble logging in to the call or web portion of the conference, please call the Genesys Help Desk at 1-866-436-3797, option 2. For questions about the web conference, please call AXA Equitable Advanced Markets at 800-316-9981, option 2.

<sup>1</sup> [www.longtermcare.gov](http://www.longtermcare.gov)

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