

Help protect your finances.



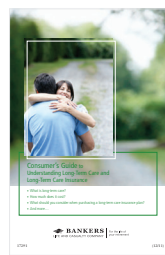
Prepare for the kind of care you deserve—when you might need it most.

<First Name> <Last Name>

<Address>

<Address 2>

<City>, <State> <Zip>



Get this complimentary, informative guide to long-term care insurance. See attached form for details.

Dear Sample A. Sample,

If you or your spouse are ever faced with a long-term illness, do you have the financial resources to help maintain your standard of living?

Being unprepared for the unexpected may negatively affect everything you've worked so hard to build and maintain—your home, your savings, your investments.

Are you willing to handle that uncertainty?

Do you have a financial safety net?

No one likes to think about getting a long-term illness, but it's an important consideration. In fact, **someone turning age 65 today has almost a 70 percent chance of needing some type of long-term care services...*** Knowing this, it's smart to think about the "what ifs" and to take a careful look at your current finances. It's important to evaluate how your family will cope if you're diagnosed with a long-term illness.

Help protect your family—put a financial plan in place today.

With medical advances today, **more patients may live longer with long-term illnesses that require constant care and numerous medical treatments.** And Medicare, Medicare supplement insurance, disability insurance and most health insurance policies may not cover all expenses associated with long-term care.

Do you have a plan to help absorb the unexpected costs of long term care?

SEE REVERSE SIDE FOR MORE INFORMATION!

* Administration for Community Living, an agency of the Department of Health and Human Services, LongTermCare.gov, 2014.

Three easy ways to contact your Bankers Life insurance agent — and receive your complimentary long-term care guide:

- » Call (800) 899-1034
- » Complete and mail the attached consultation request form
- » Visit BankerslifeLTC.com

Long-term care insurance solicitation. An insurance agent may contact you.

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▼ DETACH HERE AND RETURN IN THE ENCLOSED POSTAGE-PAID ENVELOPE ▼

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No-obligation consultation request form



CUSTOMER SERVICE CENTER
P.O. BOX 224907
DALLAS, TX 75222-9729

Yes!

I'd like to meet with my agent. Please mail me my **complimentary long-term care guide.**

<First Name> <Last Name>

<Address>

<Address 2>

<City>, <State> <Zip>

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Choose a plan that's best suited to your family's needs and budget.

Our long-term care insurance policy provides benefits that help pay for nursing home care, home health care and comprehensive care (both nursing home and home health care). Available at a variety of price points, your Bankers Life agent can help educate you on your options and ultimately find the best plan for you and your family.

A little planning today can help prevent a financial impact for your family tomorrow.

To better understand your options—reach out to a Bankers Life agent today. Call (800) 899-1034, complete and mail the form below or visit BankerslifeLTC.com to get started.

Sincerely,

[SIGNATURE]

Scott Goldberg
President
Bankers Life and Casualty Company

P.S. Take charge of your future today. To get your complimentary long-term care guide and learn more about your long-term care options, call your Bankers Life agent at (800) 899-1034, visit BankerslifeLTC.com or complete the attached form.

Home Office: 111 East Wacker Drive, Suite 2100 • Chicago, IL 60601-4508

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To ensure a prompt response, please confirm your information.

Name: _____

Phone: _____ Email: _____

Address: _____

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