CoverDad

A COVERDAD PLANNING GUIDE

LONG-TERM CARE

Long-Term Care, made simple.

What it is, why it matters more than most dads think, and the two smart ways to plan for it — in plain English.

56% of people turning 65 will need long-term care in their lifetime	**$6,200**/mo national median cost of assisted living in 2025	**57**% of care costs are paid out of pocket by families

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So, what is long-term care?

Long-term care isn't a medical treatment — it's **help with everyday living** when age, illness, or injury makes it hard to manage on your own. It's the assistance that isn't about getting *better*, but about getting *through the day* safely.

IT'S NOT JUST NURSING HOMES

Care happens in four main places

At home
An aide helps with bathing, meals, and errands — the most common setting.

Adult day care
Daytime supervision and activities, while family works.

Assisted living
A residence with housing plus daily help on hand.

Nursing home
Round-the-clock care for the most involved needs.

HOW COVERAGE GETS TRIGGERED

The "6 activities of daily living" (ADLs)

Insurers generally consider care "needed" when a person can't do **two of these six** on their own — the same yardstick used to pay out on most policies. It's worth knowing the list:

🛁 Bathing
Washing safely.

👕 Dressing
Getting dressed.

🍽️ Eating
Feeding oneself.

🚻 Toileting
Using the bathroom.

🔄 Transferring
Moving in/out of a bed or chair.

🩹 Continence
Managing bladder/bowel.

"Won't Medicare or my health insurance cover this?"

It's the most common myth — and the answer is mostly **no**. Health insurance and Medicare pay for *medical* care and short-term recovery. Medicare covers only limited skilled care (up to 100 days after a qualifying hospital stay), **not** ongoing help with daily living. Those custodial costs fall to you, your savings, or your family — until you spend down enough to qualify for Medicaid.[1]

THE NUMBERS

The odds are higher than most dads think

Long-term care is easy to file under "someday." But the data says it's less an *if* and more a *when* — and the costs land squarely on families.

56%
of 65-year-olds will need long-term care at some point[2]

2.8 yrs
average length of care needed (3.2 for women, 2.3 for men)[2]

1 in 5
will need care for 5 years or longer[2]

$0
that traditional Medicare pays toward ongoing custodial care[1]

WHAT CARE COSTS — 2025 NATIONAL MEDIANS

And it adds up fast

TYPE OF CARE	TYPICAL RATE	PER YEAR
In-home aide Non-medical help at home	$35 / hour	**$80,080**
Adult day health care Daytime, community-based	$95 / day	**$24,700**
Assisted living Residence + daily help	$6,200 / month	**$74,400**
Nursing home — semi-private Shared room	$315 / day	**$114,975**
Nursing home — private Private room	$355 / day	**$129,575**

National median costs, CareScout 2025 Cost of Care Survey. In-home and adult-day annual figures assume 44 hrs/week and 5 days/week, respectively. Costs vary widely by location.[3]

WHO ACTUALLY PAYS

Families carry most of it

Out of pocket / family	57%
Medicaid (after spend-down)	39%
Private insurance	4%

Only about 4% of care costs are covered by private insurance — because most families never set up a plan for it.[2]

Why this is a dad issue

When there's no plan, the "policy" is usually a person — a spouse who cuts back at work, or a grown kid who becomes an unpaid caregiver. The value of that unpaid family care is estimated to **rival the cost of paid care**.[2] Planning ahead protects two things at once: your care, and their future.

TWO SMART TOOLS

Two ways a dad can plan for care

You don't have to choose between protecting your family *if you die* and protecting them *if you need care*. There are two main tools for the care side — and they work very differently.

OPTION A

Living Benefits

Riders added to a life insurance policy

Also called **Accelerated Benefit Riders**, these let you tap part of your *own life insurance death benefit* early — while you're still living — if you become seriously ill. On many policies they're built in at little or no extra cost.

- Triggers on **chronic illness** (can't do 2 of 6 ADLs for 90+ days, or severe cognitive decline like Alzheimer's), plus critical and terminal illness.
- The money is generally **yours to use any way you need** — not tied to receipts.
- Whatever you don't use stays as a **death benefit** for your family.
- Using it early **reduces the death benefit** your family receives later.

OPTION B

Standalone LTC Insurance

A dedicated long-term care policy

A policy built for one job: **paying for care**. You choose the size of the benefit pool up front, and it reimburses qualified long-term care expenses when you need them.

- Built to provide the **largest dedicated pool** of dollars specifically for care.
- Benefits **reimburse qualified care costs** up to the limits you selected.
- No death benefit or cash value — traditionally **"use it or lose it."**
- Premiums are ongoing and **can rise over time**; coverage lapses if you stop paying.

An important distinction

Living benefits and long-term care insurance are **not the same product**. Accelerated Benefit Riders are a feature of life insurance — they are **not long-term care insurance** and are not intended to be a substitute for it. For some dads the right answer is one of these tools; for others it's a mix. That's exactly the kind of thing worth talking through with a licensed agent.

A THIRD PATH, BRIEFLY

Hybrid (asset-based) policies combine life insurance or an annuity with a long-term care benefit. They aim to solve the "use it or lose it" worry: if you need care, it's there; if you don't, your family still receives a benefit. They're a popular middle ground worth asking about.

THE COMPARISON

Living Benefits vs. Standalone LTC

	Living Benefits Riders on life insurance	Standalone LTC Dedicated care policy
Primary purpose	Life insurance first; care access as a built-in safety net	Paying for long-term care, specifically
How you qualify	Chronic, critical, or terminal illness (2 of 6 ADLs / cognitive)	Need for qualified long-term care (2 of 6 ADLs / cognitive)
How benefits pay	Cash advance of your death benefit — flexible use	Reimburses qualified care expenses, up to policy limits
Benefit size	Limited to your policy's death benefit	Can be sized specifically and larger for care
If you never need care	Full death benefit passes to your family	Traditionally nothing back ("use it or lose it")
Also leaves a death benefit?	Yes — that's the base policy	No death benefit or cash value
Cost structure	Often little/no added premium on the life policy	Separate ongoing premium; may increase over time

WHICH FITS YOU?

When each one tends to make sense

Living benefits often fit a dad who…

- Still needs life insurance anyway (young kids, a mortgage, income to replace).
- Wants one policy doing double duty and hates "use it or lose it."
- Is younger and healthier and buying life coverage now anyway.

Standalone LTC often fits someone who…

- Already has life insurance needs covered elsewhere.
- Wants the largest possible pool earmarked purely for care.
- Is focused mainly on the care risk itself, often later in planning.

The honest takeaway

There's no single "best" answer — the right fit depends on your age, health, budget, and what your family already has in place. The goal of this guide is to help you ask better questions, not to point you at one product. A licensed CoverDad agent can map these options to your actual situation.

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WHERE COVERDAD COMES IN

You don't have to figure this out alone

CoverDad is the insurance marketplace built for dads. We'll help you understand your options in plain English, then connect you with the right coverage — start online, or talk to a licensed agent. Your call.

1

Get your bearings

Use this guide (and our free tools) to understand what long-term care could mean for your family.

2

Talk it through

Sit down with a licensed CoverDad agent who can match the options to your age, health, and budget.

3

Get covered

When you're ready, we help you put the right plan in place — no pressure, no jargon.

Ready to build your plan?

Have a real conversation about long-term care with someone who does this for a living — and who's a dad, too.

Talk to a licensed CoverDad agent →

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IMPORTANT DISCLOSURES

About CoverDad. CoverDad is a brand of Lasa Links Insurance, Inc., a licensed insurance agency. Product availability, features, benefit triggers, and terms vary by state and by insurance carrier. This guide is general educational information only and is not insurance, financial, tax, or legal advice, and is not a recommendation to buy or keep any specific product. We do not guarantee approval, rates, or coverage. When you purchase coverage through us, we may receive a commission.

About Living Benefits (Accelerated Benefit Riders). Accelerated Benefit Riders are optional riders on a life insurance policy; they may be subject to underwriting, may require additional premium on some products, and may not be available in all states. **Accelerated Benefit Riders are not long-term care insurance and are not intended to be a substitute for long-term care insurance; they are not a Medicare supplement.** Accessing benefits early reduces (and may eliminate) the policy's death benefit and any cash value. Benefits may be taxable and may affect eligibility for public assistance programs such as Medicaid and SSI — consult a qualified tax advisor and benefits counselor.

About Long-Term Care insurance. Long-term care insurance is a separate product that is not life insurance and typically has no death benefit or cash value. Benefits, premiums, elimination periods, and inflation options vary by policy and carrier; premiums are not guaranteed and may increase. Failure to pay premiums may cause coverage to lapse.

Sources. [1] Medicare.gov / CMS, coverage of long-term care. [2] U.S. Dept. of Health & Human Services, ASPE, "Long-Term Services and Supports for Older Americans: Risks and Financing" (2022 research brief; figures for adults turning 65). [3] CareScout / Genworth 2025 Cost of Care Survey, national median costs. Figures are national and directional; your costs and eligibility will vary.