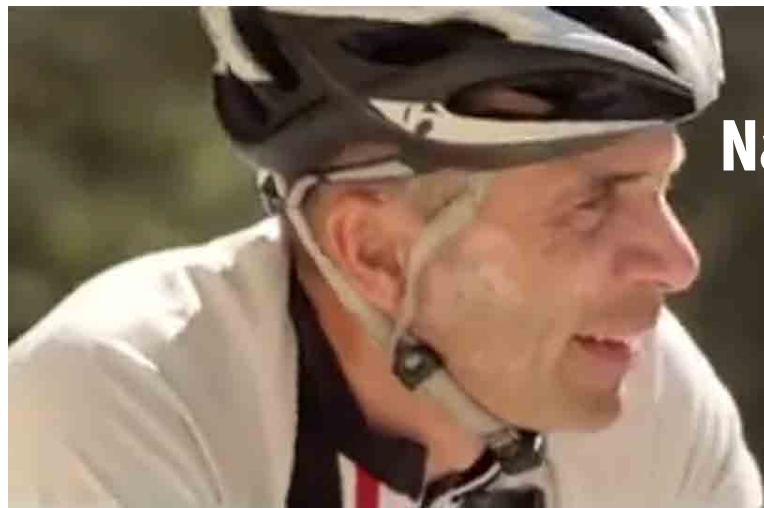




# 2014 Outreach Activity Update



# National TV (PSA) Commercials “Critical Illness Insurance” & “Working With Your Local Specialist”



## 30 & 60 Second Commercials

Each announcement educates the viewer or listener on different products or services that should be considered in long term care plan design. This year the need for planning for a critical illness is creatively presented along with the wisdom of working with “your local specialist.”

Watch all our TV Commercials at [www.3in4needmore.com](http://www.3in4needmore.com) under the “Outreach” tab.

## Playing Nationally on TV Starting November 2014

November is National Long Term Care Awareness month which makes the launch of the 3in4 Need More PSA commercials a natural launch time. Each of the hundreds of television stations are encouraged to begin airing these commercials in November.

## Millions of Dollars of Free Media Play

Keeping with prior year’s experience, we anticipate receiving literally \$ Millions in Free Media Play. Our most recent PSA commercials were aired on over 60 stations in 29 markets and were played over 4,000 times. These 46+ million viewer impressions carried a **value exceeding \$400,000.00 per month.**

## Distribution

Targeting the top stations from the top 70 markets in the country, a beautifully designed package broadcasted the 3in4 Need More message from the minute the public affairs director received it in their hands. Each station is encouraged to help keep their viewers from being “hung out to dry.”

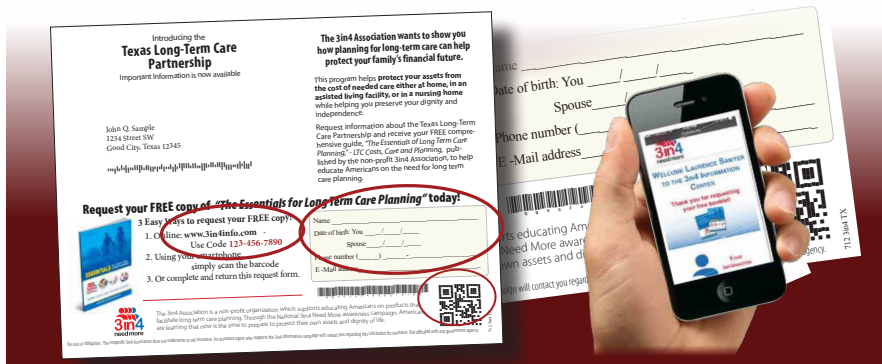


# Licensed Lead Generation and Personalized Marketing Materials



In 2014 TargetLeads became the 3rd party licensee of the 3in4 Association consumer outreach and education program.

**National response rates for LTCi lead generation exceed 1.2%**



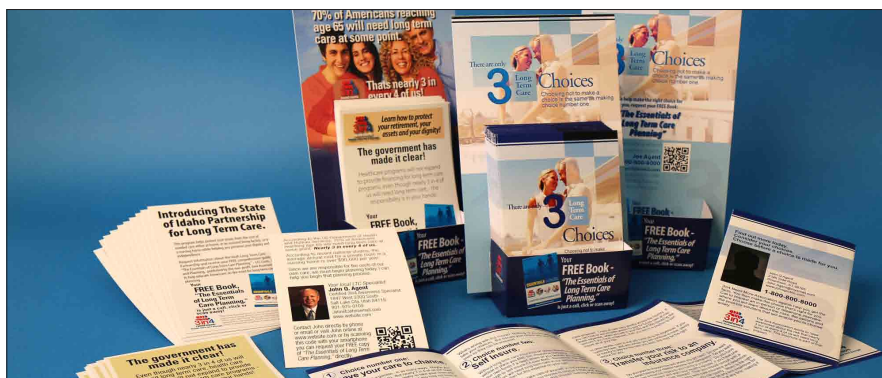
Unique to 3in4 members utilizing TargetLeads direct mail, the TL3 Response System makes it possible for prospects to request the free 3in4 "Essentials" booklet 3 different ways:

1. Logging into 3in4info.org with a personalized access code
2. Scanning a personalized QR Code with a smartphone
3. By return mail.

Leads are delivered to the 3in4 Member Producer immediately.



TargetLeads' TL LeadManager helps 3in4 Producers generate more leads, analyze their sales pipeline, respond confidently, capture important information about customer interactions, and manage tasks and activities with CRM.



Personalized 3in4 marketing materials add strength to and help producers establish their personal brand. Being associated with the 3in4 Association as one of its members helps build their credibility.

A few of the 3in4 Marketing Materials include:

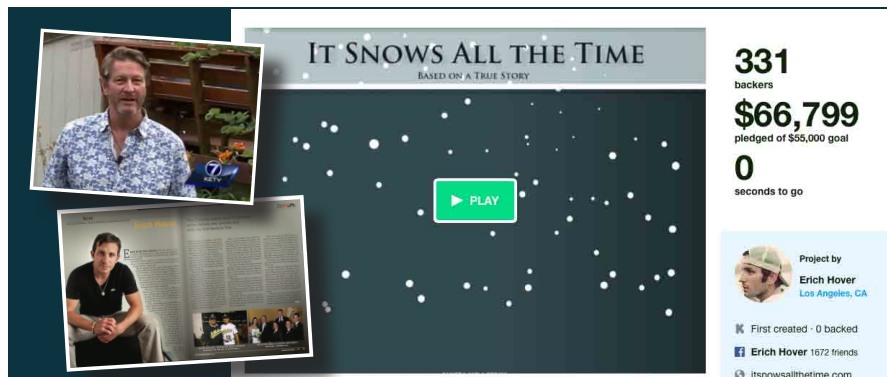
- The Essentials of Long Term Care Planning
- The 3 Choices display and pass-along brochures
- The 3in4 Need More Display and pass-along cards

# IT SNOWS ALL THE TIME

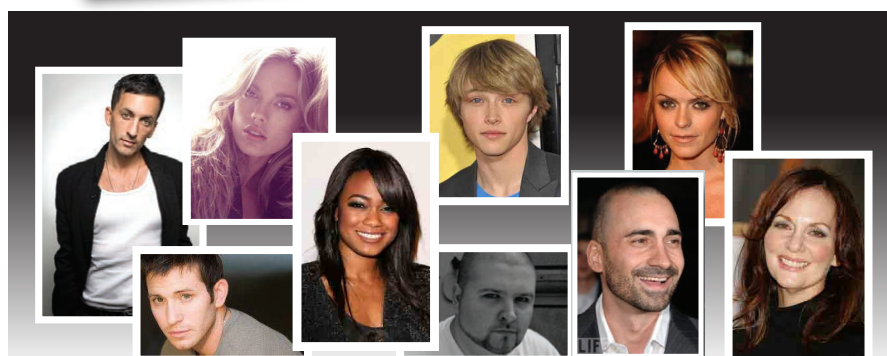
BASED ON A TRUE STORY



# Motion Picture Sponsor



The 3in4 Association mobilized its members, supporters and media to support the outreach needed to raise the last dollars needed to produce the feature film titled "It Snows All The Time." The resources and intelligence gained from three years of the 3in4 Need More national media tours was put to play to generate 121% of the crowdsourcing goals.



The power of the "It Snows All The Time" message attracted big name talent to the project. Talent such as:

**Taryn Manning** - Orange is the New Black, Hustle & Flow

**Leslie Ann Warren** - Happiest Millionaire, Victor Victoria

**Erich Hover** - Moneyball

**Slaine** - The Town, Killing them Softly

**Clinton Sparks** - DJ, Producer, Songwriter, TV Personality

**Jay Giannone** - Safe, American Hustle, The Iceman

**Tatyana Ali** - Fresh Prince of Bel Air, Kiss the Girls

**Sterling Knight** - Disney



In the Lead Role, **Brett Cullen** plays Ray a perfectly healthy and active 57 year old father and husband who gets Alzheimer's disease. Brett has been in blockbuster movies such as "The Guilt Trip", "42", "The Dark Knight Rises", and the acclaimed TV series "Person of Interest", "White Collar", "Apollo 13" and "Lost". Brett like the many other cast members is attracted to the film because of the personal experiences he and family have had with this devastating disease.



Due to the success of the national awareness tours these past few years, the 3in4 Association has developed a national reputation and has built strong relationships with local, regional and national media outlets. This reputation supported interviews with media on the movie project.

# National Print Advertising



With national reach, our full page ad in Kiplinger's Retirement Planning Guide 2014 delivered the 3in4 message to hundreds of thousands of readers. The Retirement Planning Guide is one of Kiplinger's most read publications, distributed on newsstands for several months.

## Health Care Isn't Enough

*"77% of Americans age 30 to 65 think they should know more about long-term care coverage."<sup>1</sup>*

"Long-term care can be very expensive. Many Americans are surprised to learn that **Medicare and most health insurance plans, including Medigap policies (Medicare supplemental insurance), do not cover long-term care.** State Medicaid programs cover some long-term care services only for people who have a low income and few resources."<sup>2</sup>



**Search Local Specialists**  
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**Calculate Your Retirement**  
Access the library of calculators



**Smart App for Mobile Access**  
Use your planning tools on the go!



Learn all your options in the **FREE GUIDE** "Essentials of Long-Term Care Planning", and help reduce your family's financial exposure to potential extended care events.

Download your guide by visiting [3in4needmore.com](http://3in4needmore.com) or by e-mailing [contact@3in4needmore.com](mailto:contact@3in4needmore.com)

[www.3in4needmore.com](http://www.3in4needmore.com)

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The 3in4 Association (3in4) operates as a nonprofit 501(c)(3) corporation.  
1 - Long Term Care Cost Study Published by Prudential, 2012.  
2 - Texas: US Department of Health and Human Services branches (CMS, ASPE and AOA) The National Governors Association and the National Council of State Legislators



# Technology bringing Consumers and Producers together.



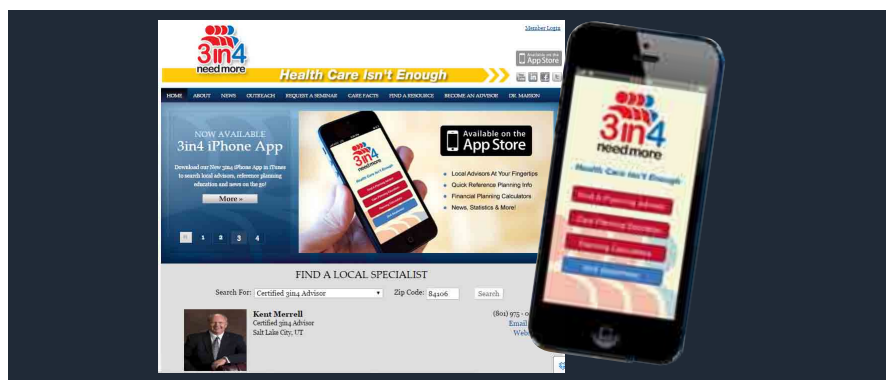
Outreach to agents and consumers is a top priority for the 3in4 Association. The continual development of tools, systems and processes helps the 3in4 Association and our partners grow.

**39.6% increase in consumer website traffic year over year.**

**Producer membership up 74%**



Launched in 2014, the 3in4 "Request a Speaker" program provides clubs, associations and the worksite a FREE long term care planning presentation by specialists that are members of the 3in4 Association. The presentation is educational and showcases how to protect oneself from the high cost of long term care. The online portal makes it easy to connect the speaker and the audience.



**iPhone app downloads increased 115% year over year.** In addition to the launch of the smartphone app, the "Find a Local Expert" resource on the consumer 3in4 website makes it even easier for consumers to find a local agent in a zip code look up.



## Agent Portal

Updates, upgrades and improvements are an ongoing process both for all the materials accessed by producers and consumers as well as the technology bringing consumers and agents together.



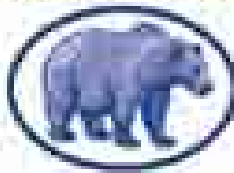
# 3in4 Bright Idea Award Winners

## MEDAmerica

An Excellus Company

**Carrier**

California Long Term Care  
Insurance Services, Inc.



**Agency**



**Producer**



Sponsored by John Hancock, The 3in4 Bright Idea Award continues to encourage innovation among producers, companies and agencies. Winners for 2013 were recognized at the 2014 Intercompany Long Term Care Insurance Conference in March. The 2013 winners were **Andria Bovey** for the Producer Class, **MedAmerica** for the Carrier Class and **California Long Term Care** for the Agency Class



Celebrating  
4 Years of  
National Long  
Term Care  
Consumer  
Awareness!

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California Long Term Care Insurance Services  
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