



Changing the way we Age - Presentation to NCOIL – 11/22/24

Executive summary

- We offer a proven solution to help seniors age successfully and delay moving to a facility.
- NCOIL or NAIC Model Laws should be adopted to confirm that wellness programs and other value-added services are not illegal rebates.
- **Age Assured** -- Numerous insurers offer our Age Assured wellness solution to their in-force LTC policyholders, with more insurers coming.
- **NeverStop** – 1 insurer currently offers an annuity-hybrid product with wellness benefits embedded – policyholders can earn extra LTC coverage by taking healthy actions.
- Wellness programs create a WIN-WIN for both policyholders and their insurers and shouldn't be deemed an illegal "rebate" under the insurance laws and regulations.

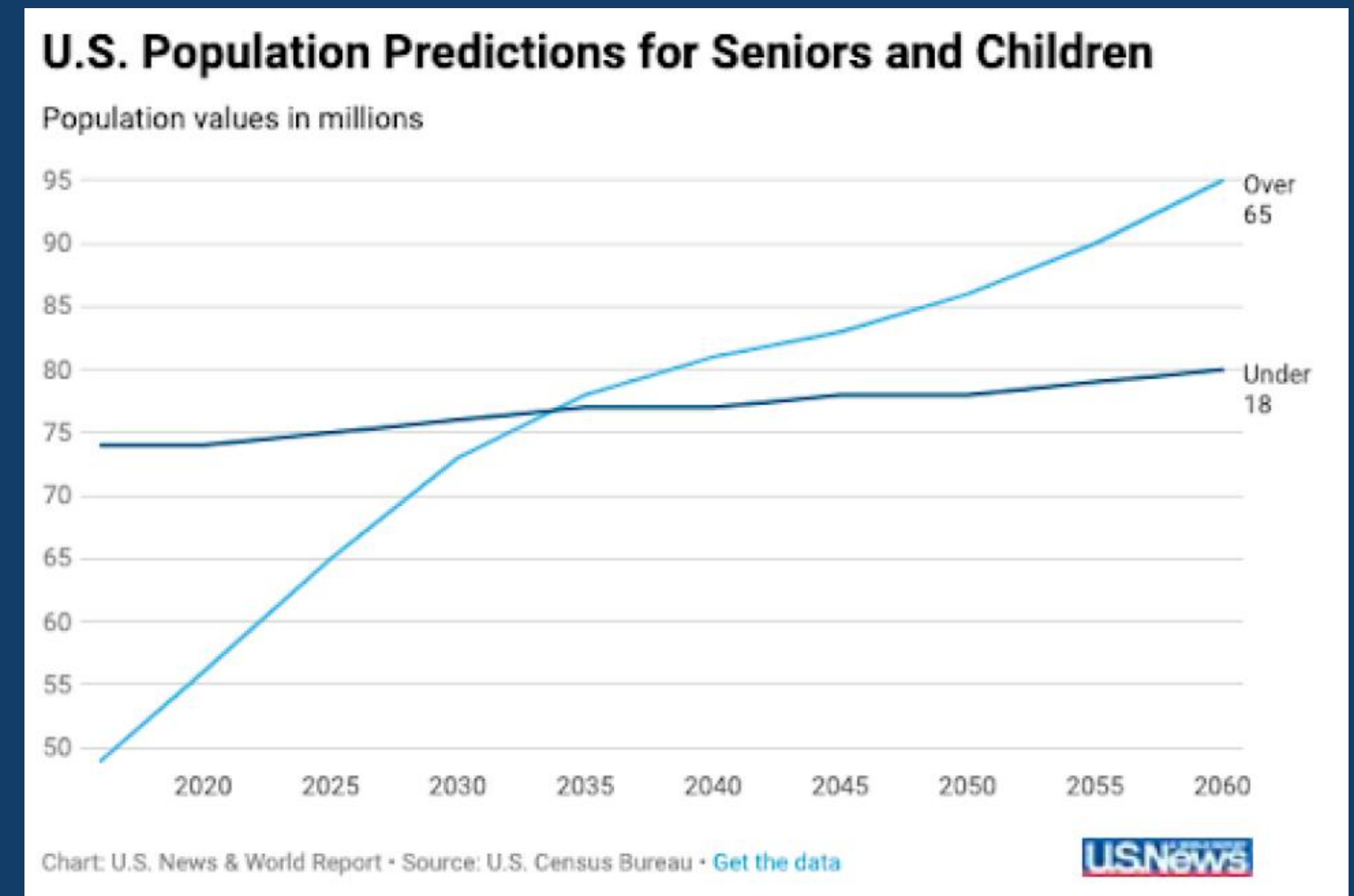


The need is manifest

America is getting older

Seniors are the fastest growing population

Wellness programs can help seniors age in place, independently – a WIN for policyholders.



Getting older is getting harder

**9-year gap between average
lifespan and healthspan***

* Lifespan = the total life lived; Healthspan = the period free from disease

Assured Allies - Confidential

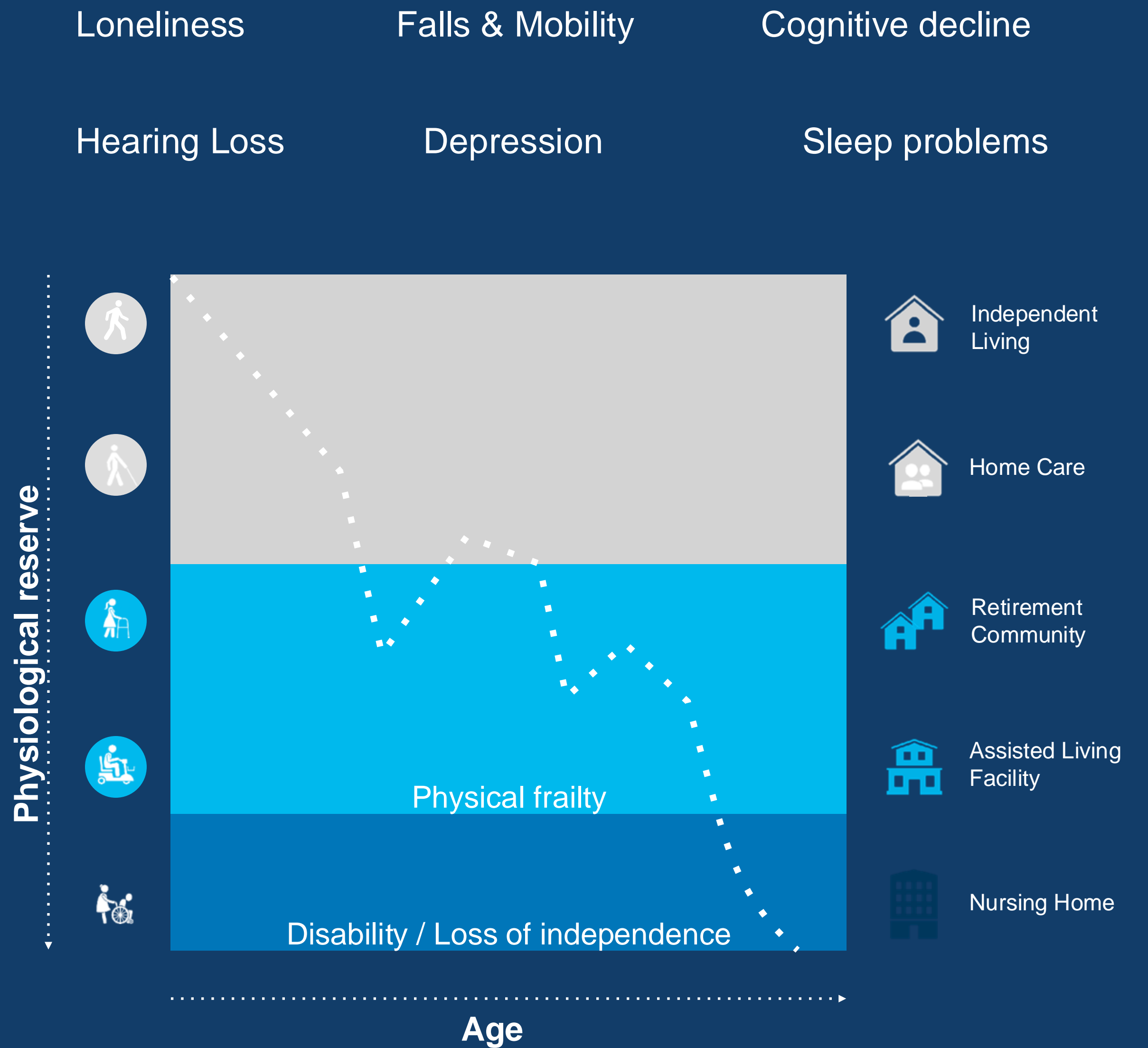
**70% of seniors will need
long term care help****

**80% don't have a
solution to cover or
provide help*** (LTC isn't
generally covered by
Medicare)**

**<https://acl.gov/lc/basic-needs/how-much-care-will-you-need#:~:text=Someone%20turning%20age%2065%20today,for%20longer%20than%205%20years>

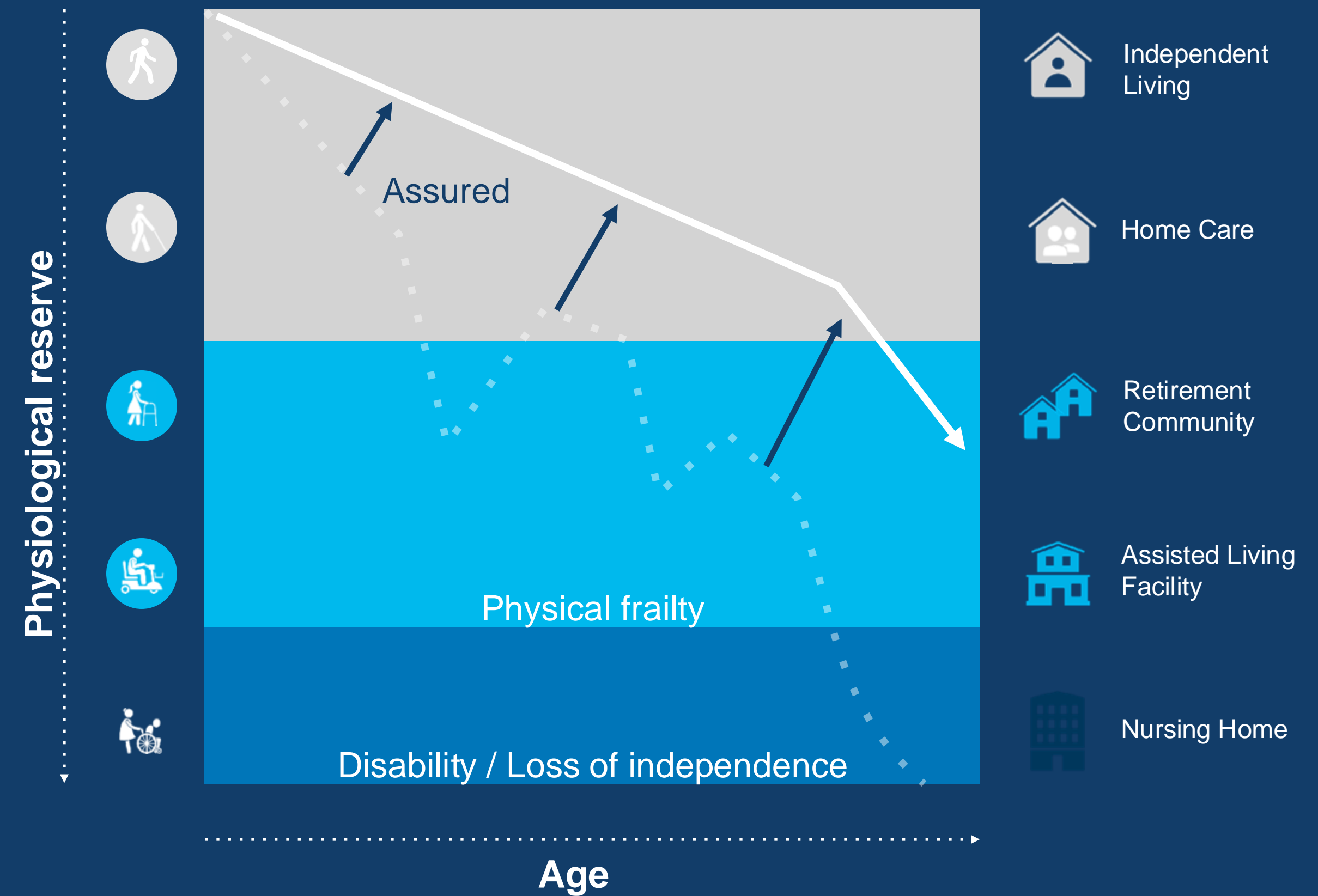
***<https://ncoa.org/article/addressing-the-nations-retirement-crisis-the-80-percent-financially-struggling>

Aging is a journey with many forks along the road – the goal of our wellness program is to help policyholders remain independent at home for as long as possible

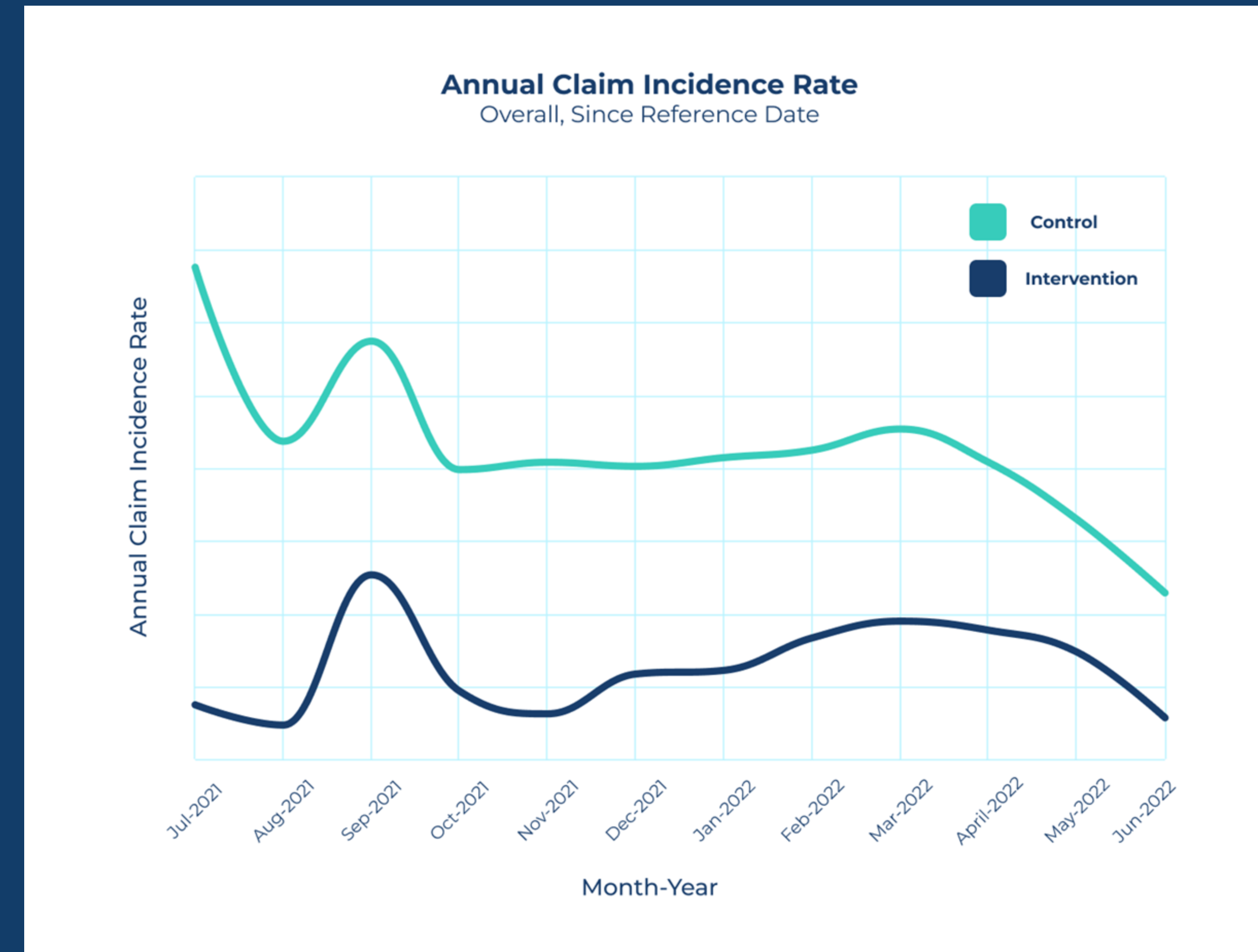


Assured Allies is changing the aging trajectory with predictive analytics

The right intervention to the right person at the right time – goal is to help members stay in their homes, independently, for as long as possible

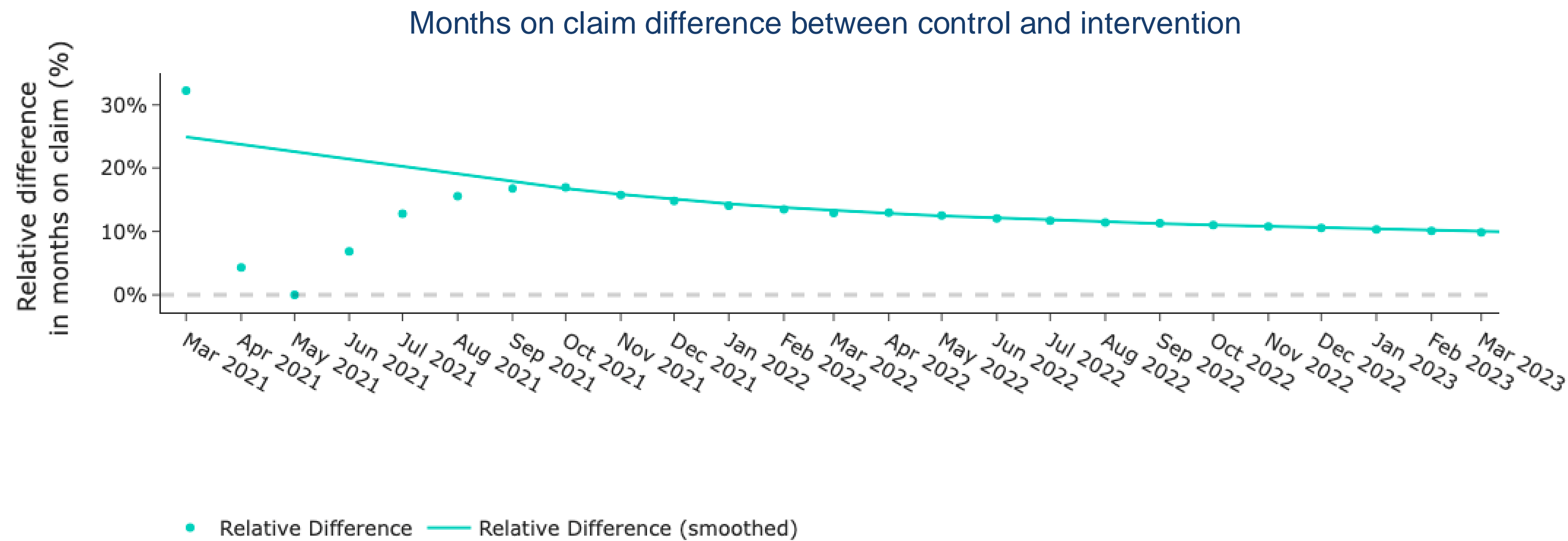


Assured's wellness program resulted in a 10% reduction in LTC claims payments over two years, and 8% reduction in incidence in a randomized experiment of control vs. intervention group.



No other “insurtech” has been able to scientifically validate statistically significant claims savings on standalone LTCL.

This type of performance can shift the claims curve substantially and ultimately may reduce the need for, or size of, rate increases over the long term.



~10%
**Cost
Reduction**

Insurers and Policyholders have fully aligned interests

**Policyholders use Age
Assured's wellness program to
age at home for longer than
they may otherwise have been
able – a WIN for policyholders.**

**Doing the right thing for
policyholders, while reducing
claims costs for insurers – a
definitive WIN-WIN.**

Members Love It

**Free services to help them with their
top concern**

30% complete onboarding

**50+ NPS so far (a score of 50 is
considered “excellent”)**

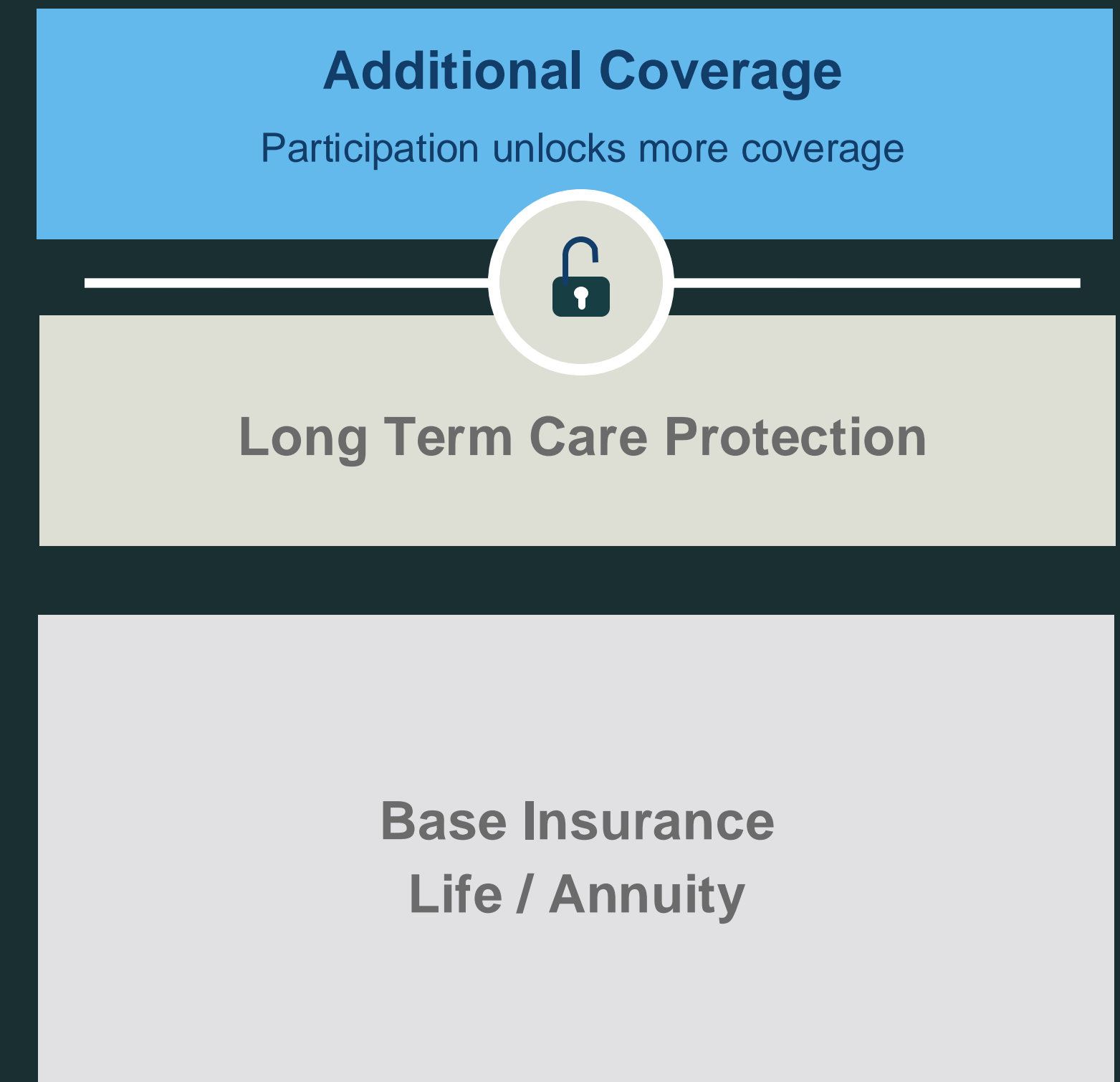


NeverStop embeds a wellness program and LTC coverage in financial products to provide holistic protection and support for successful retirement and aging.

Pairing underlying insurance products with comprehensive LTC coverage and an embedded wellness program

NeverStop policyholders can earn additional LTC coverage by engaging in healthy activities, which in turn will contribute to policyholders better aging in place

The incentive to continue taking healthy actions (more LTC coverage) drives policyholders to participate in the program



NCOIL and NAIC have each passed Model Laws that would exclude value added services, such as wellness programs, from the definition of an illegal rebate.

One of these models should be adopted by more states – this will remove any ambiguity surrounding the provision of wellness services to in-force policyholders.

NCOIL Rebate Reform Model Act

NAIC Model Unfair Trade
Practices Act



Here to Make Later Greater.



www.assuredallies.com



Michael.gugig@assuredallies.com