2025 LTC Awareness Month Resource Guide

Promoting Long-Term Care Awareness Month

Exclusive resources from Nationwide® created for you

November is Long-Term Care Awareness Month — making now a great time to start long-term care (LTC) planning conversations with your clients.

Explore these resources to help with client conversations and prospecting, and to learn more about Nationwide's industry-leading suite of LTC solutions.[1] We're committed to helping you protect more clients and being your trusted LTC partner.

CareMatters® Prospecting: Find the Right Fit
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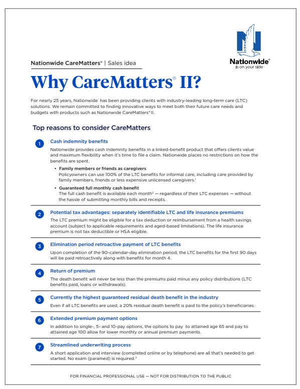

CareMatters® II Top Reasons
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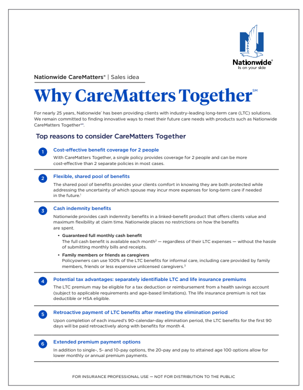

CareMatters Together® Top Reasons
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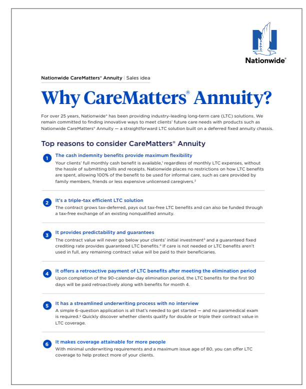

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Long-Term Care Rider II Top Reasons
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Long-Term Care Solutions Side-by-Side Guide
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6 Ways to Have Better LTC Conversations With Clients
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LTC Insurance Misconceptions
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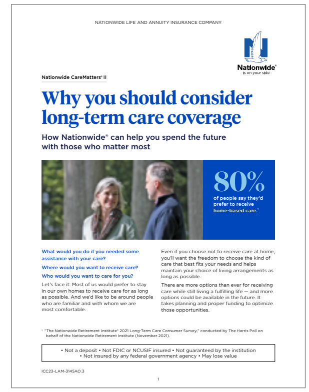
[1]Nationwide is #1 in linked-benefit LTC total premium and policy count (LIMRA quarterly Market Share Reports, 2024-2025).

Share with your clients

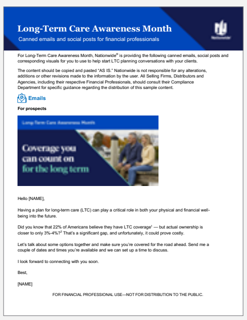
LTC Client Quick Reference Guide
[Download]

Client Guide to Understanding LTC Options
[Download]

Having an LTC Conversation at Your Holiday Gathering
[Download]



CareMatters II Client Overview
[Download]



Start the conversation today.

LTC Awareness Month canned emails and social posts for you to use with clients
[Download]

Additional resources

- LTC Client Resource Page
- LTC Cost Comparison Tool
- Nationwide LTC Solutions

Your next steps: For more information, call your wholesaler or one of the following resources:

Life Insurance Solutions Center:
1-800-321-6064

World Financial Group Solutions Center:
1-855-455-4139

Producer Group Solutions Center:
1-844-867-8159

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