2026 Long-Term Care Toolkit

# Long-Term Care Awareness Month Resources

**November is Long-Term Care Awareness Month, making it a great time to start LTC planning conversations, but the need doesn't end when the month does.**

Use the following resources in November and throughout the year to support prospecting and client conversations while learning 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.

## For Financial Professionals Use




**CareMatters® Prospecting: Find the Right Fit**

Download




**LTC Solutions Side-by-Side Guide**

Download




**LTC Insurance Misconceptions**

Download

**See Reasons to Consider**

CareMatters II

CareMatters Together

CareMatters Annuity

LTC Rider II



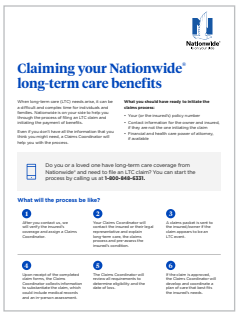

**6 Ways to Have Better LTC Conversations With Clients**

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**Having an LTC Conversation at Your Holiday Gathering**

Download




**Claiming Your Nationwide LTC Benefits**

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**See Product Profiles for**

CareMatters II

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1 Nationwide is #1 in linked-benefit LTC total premium and policy count (LIMRA quarterly Market Share Report, 2025).

## To share with your clients




**LTC Client Quick Reference Guide**

**Download**




**LTC: Understanding Your Options**

**Download**

### Client guides

CareMatters II

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### Client overview

CareMatters II

CareMatters Together




## 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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