

## Installment #9 -- Business Opportunities

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Here is the ninth installment in a series of weekly ideas and strategies that I will be providing.

I have created an archive of previous installments if you want them. These can be found at <http://www.longtermcarelink.net/a15installments.htm>

In Installment #8, I discussed how members of a team promoting the aid and attendance benefit would concentrate their promotional activities on various care settings in the community.

**In this installment I will discuss the business opportunities that come from promoting the aid and attendance benefit.**

Here is a list of various senior providers and advisers and how they can grow their businesses by promoting the aid and attendance benefit.

### **Home Care Companies**

Many home care companies are aware of the fact that VA will reimburse veteran households to compensate for the cost of home care services paid out of pocket. The extra money of up to \$1,949 a month from VA could help home care companies provide additional benefits for existing clients. This extra money could also bring in clients who would not normally be able to afford home care and thus allow the company to expand.

My experience with home care companies is that many of them are leery of involvement in promoting the benefit because of the uncertainty of getting claims approved. I have a number of solutions to this problem. One of these is the team approach I discussed in a previous installment. Another is reliable claims processing that will get the claims approved 100% of the time in a reasonable period of time. Reliable approval of claims also leads to funding techniques to allow households that normally couldn't afford home care services to be able to pay temporarily for services while waiting for approval on an application.

### **Attorneys**

Attorneys can set up trusts in order to divest assets but still allow dovetailing with the eventual need for Medicaid. Attorneys also have the opportunity for estate planning work for veteran households that are dealing with end-of-life issues. There are also a number of opportunities for Medicaid planning at an earlier stage where these foot-in-the-door opportunities would not be available without promotion of the veterans benefit. This includes setting up

personal care arrangements, gifting strategies associated with nursing homes and Medicaid, facilitating sale of a personal residence to prevent losing the benefit but still dovetailing with Medicaid and so on. It appears that a number of attorneys across the country are specializing only in this kind of planning that derives from the aid and attendance benefit and are doing quite well at it.

### **Financial Practitioners**

Financial practitioners have the opportunity to sell deferred annuity products, single premium immediate income annuities and long-term care insurance. The insurance sales derive not only from reallocating the veteran households' assets but also from the use of insurance products in Medicaid planning strategies. This means a financial practitioner should work closely with an elder law or estate planning attorney in order to get these additional product sales. Insurance agents who exclusively use promotion of the veterans aid and attendance benefit as a prospecting tool for insurance sales are making anywhere from \$50,000 a year to \$200,000 a year.

### **Care Managers**

As a general rule, care managers can add the knowledge of how to obtain the aid and attendance benefit to their advisory services. In the past, some care managers have charged their clients for obtaining the benefit not knowing this was unlawful. The care manager must work together with a team promoting the benefit and thus derive a number of referrals for care management from other members of the team. A care manager working alone would not profit very much by promoting the benefit.

### **Seniors Real Estate and Relocation Specialists**

The aid and attendance benefit helps members of veteran households afford assisted living where in many cases they could not afford it without the extra income. A specialist who helps with downsizing, sale of the property and moving into an assisted living facility would benefit greatly by helping veteran households understand how to obtain the benefit. This would include charging for downsizing, charging for arranging moving and new set up and possibly receiving a commission from the sale of the home.

### **Reverse Mortgage Specialists**

Unlike many of the providers or advisers previously discussed, reverse mortgage specialists would not benefit directly from the money received from VA. However, this extra money would help make it possible for those people desiring to remain in their homes to have their wish. Oftentimes, remaining in the home requires paying off debt and arranging for repairs and remodeling. The reverse mortgage takes care of these pressing needs and thus accommodates the opportunity for members of veteran households to

remain in the home to receive long-term care. The reverse mortgage specialist benefits indirectly through promotion of the aid and attendance benefit.

### **Funeral and Burial Preplanning Specialists**

Many seniors would like to have extra money for preplanning a funeral or burial but are reluctant to spend what little savings they already have for this purpose. Applications for the aid and attendance benefit often take six months or longer but the benefit is paid retroactively to the first day of the month following the month of application. This could result in a lump sum amount of \$6,000-\$10,000 that in many cases would be used to purchase a funeral plan.

### **Placement Managers**

Placement managers are paid a finders fee for helping seniors find an appropriate assisted living facility or nursing home and sometimes find a home care company as well. The aid and attendance benefit can oftentimes be crucial in allowing members of veteran households afford new living arrangements. Promotion of the benefit allows placement managers to uncover new clients in order to receive new finders fees.

If you are interested in marketing support to work together as a team to promote the aid and attendance benefit, give me a call at 800-989-8137 or send me an email at Tom@careUtah.com.

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<http://www.longtermcarelink.net/a13consultant.htm>