

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](#)

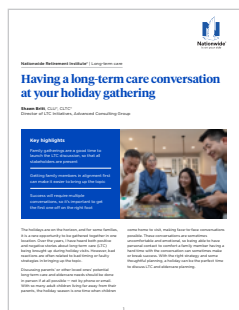


**LTC Insurance
Misconceptions**
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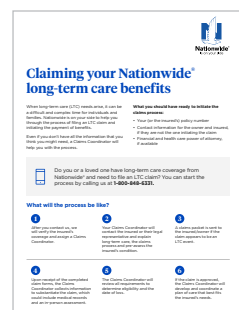
See Reasons to Consider
[CareMatters II](#)
[CareMatters Together](#)
[CareMatters Annuity](#)
[LTC Rider II](#)



**6 Ways to
Have Better LTC
Conversations
With Clients**
[Download](#)



**Having an
LTC Conversation
at Your Holiday
Gathering**
[Download](#)



**Claiming Your
Nationwide LTC
Benefits**
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See Product Profiles for
[CareMatters II](#)
[CareMatters Together](#)
[CareMatters Annuity](#)

To share with your clients



LTC Client Quick Reference Guide

[Download](#)



LTC: Understanding Your Options

[Download](#)

Client guides

[CareMatters II](#)

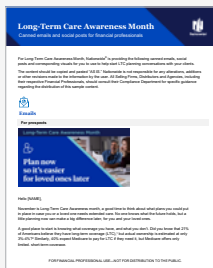
[CareMatters Together](#)

[CareMatters Annuity](#)

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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