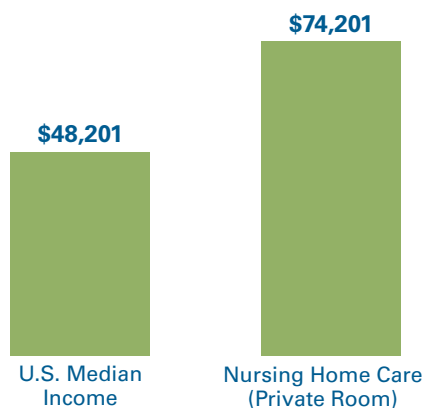




As our nation’s population continues to age – coupled with the recent difficult financial climate – there has never been a greater need to plan for “long life care.” These important plans start with conversations among family members and, to have the most positive and productive conversations, you need the right resources, tools and empowerment. The “Let’s Talk” campaign provides families across the country all three – and the means to face these ever-growing issues with confidence and ease.

Living: Nine million Americans now 65 or older will need long term care and more than 40 percent will need care in a nursing home. The number of people aged 65 and older is expected to double in the next 20 years; in the next 30 years, the number of centenarians is expected to increase by 700 percent.¹

Spending: The U.S. median household income compared to the average median cost of one year in a nursing home



Sources: U.S. Census, 2006
Genworth Financial Cost of Care Survey, conducted by CareScout, April 2009

Pressing: Long Term Care is one of the most pressing issues facing Americans today – it will only become more urgent as the nation ages.

Preparing: Planning today can save you from a crisis tomorrow. 67% of people who planned to have someone help with care haven’t asked; one in five caregivers said they are “not at all prepared.”²

Easing: The right talk, the right way and at the right time can ease the emotional and legal pressures of planning for future long term care needs.

Empowering: Don’t wait – take the time to talk. “Let’s Talk” (www.caringtalk.com) is a real-world guide to having the conversation – when and how to start, what to say, what to do.

THE LONG TERM CARE CONVERSATION: DO’S & DON’TS

Do’s

- Talk in person
- Make it about them
- Have a sense of humor
- Listen
- Let this go where it will

Don’ts

- Don’t bring piles of statistics and forms
- Don’t make decisions ahead of time
- Don’t talk when you’re tired or agitated
- Don’t drift into old hurts and habits
- Don’t treat the person you’re talking to like a child

1 U.S. Census Bureau, “65+ in the United States,” 2006

2 Genworth Caregiver Services Study, Summer 2008

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