



Partnership to Promote Long-term Care Insurance

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Problem



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Growth in the elderly

Long-term care costs in state budgets

Impoverishment of elderly

Limited private market for LTC insurance



Public sector encourages private market

Public private partnership finances LTC

Program Development



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1987 RWJF planning grants to 8 states

1987/8 4 States made plan amendments

1987/8 RWJF grants to 4 states

1992 1st policies sold in Connecticut

1993 1st policies sold New York, Indiana

1993 OBRA limits

1994 1st policies sold California

2005 DRA expansion

Program Design



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Private comprehensive but time-limited LTC policies

Medicaid for those who exhaust coverage

- **Total Assets Protection-NY**

- **Dollar for Dollar-CA, CT, IN**

States regulate products

Lessons



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Implemented programs

High quality products available

Saves state expenditures

Low number of policies sold

Purchasers more educated, wealthier

Insurance agents are crucial

Promoting the Expansion of the Partnership

- **Seed Grants**
- **Technical Assistance**