



## **SSC # 73 – CANADIAN LONG-TERM CARE PLANNING: INSURANCE SOLUTIONS FOR AN UNDER-COVERED POPULATION**

### **This course is eligible for:**

**1.5 Life & A&S CE Credits for BC, SK, MB & ON.**

**1.5 A&S ONLY CE Credits for AB.**

### **Target Audience**

- Certified Financial Planners (CFP) providing comprehensive retirement and estate planning advice
- Chartered Life Underwriters (CLU) and insurance specialists advising on risk management solutions
- Licensed life and health insurance agents recommending individual and group insurance products
- Financial planners and investment advisors integrating insurance into holistic wealth management plans
- Group benefits advisors and consultants designing and reviewing employer-sponsored benefit programmes

### **Course Overview**

This one-hour continuing education course provides Canadian financial advisors with a structured, evidence-based framework for addressing one of the most significant — and most frequently overlooked — risks in their clients' financial plans: the cost of long-term care. Through four modules and a scenario-based final examination, participants will move from understanding the scope of Canada's LTC funding gap, through product knowledge and tax treatment, to practical client conversation strategies and regulatory best practices.

### **What This Course Is Not**

This course is **not** a medical or clinical caregiving program. It does not train advisors to assess clinical care needs, administer care, or make medical recommendations. The course focuses exclusively on the **financial planning, insurance products, and advisory dimensions** of long-term care — equipping advisors to identify client risk, evaluate product solutions, and integrate LTC planning into a comprehensive financial plan.

## Course Purpose

The purpose of this course is to develop the knowledge, analytical skills, and practical competencies that Canadian financial advisors need to identify, assess, and address long-term care risk within their clients' financial plans. Upon completion, participants will be able to articulate the scope of Canada's LTC funding gap, evaluate the suitability of available insurance products, navigate the tax treatment of LTC insurance, and conduct effective client conversations that overcome resistance and lead to informed planning decisions.

## Learning Objectives

*Upon successful completion of this course, participants will be able to:*

1. **Analyse** Canada's long-term care funding gap, including the distinction between insured and uninsured health services, provincial cost variations, and the projected demographic pressures driving LTC demand through 2031.
2. **Evaluate** the features, benefits, and limitations of traditional standalone LTC insurance, hybrid life/LTC products, and group LTC benefits in the Canadian marketplace.
3. **Distinguish** the tax treatment of LTC insurance premiums and benefits for individual policyholders, corporate policyholders, and employees receiving group LTC coverage.
4. **Apply** a structured discovery framework to identify clients with LTC planning needs and overcome common objections to LTC insurance.
5. **Analyse** the risks associated with LTC insurance, including carrier market exits, premium increases, underwriting limitations, and claims adjudication challenges.
6. **Implement** best practices for LTC insurance recommendation, product comparison, and ongoing client review.