

Announcing Price Decrease for our Asset Care Portfolio

JEFF LEVIN, VP, CARE SOLUTIONS

Today, OneAmerica is announcing a price decrease on our Asset Care product portfolio nationwide, effective **May 26, 2022**.

OneAmerica® was one of the first companies to increase prices on our asset-based LTC product back in 2019. While not popular, that decision made our product more resilient and created a solid future to serve our customers.



Because of this approach, this product has remained a strong option in the asset-based long term care market and we are now one of the first companies to be able to offer a decrease in our pricing structure on our Asset Care® offering nationwide.

We recognize the changes we make today have long-term implications and our 30 years of LTC experience give us the projections and returns to price accurately. You can read more about the OneAmerica strategy to create forward thinking, resilient individual insurance products in an [article Dennis Martin authored in the most recent edition of NAILBA's Perspectives Magazine](#).

Learn more about [new business submission rules](#) leading up to the new price effective date of May 26, 2022.

Thank you for your continued commitment to serving our mutual customers. Contact your Regional Sales Director or the OneAmerica Care Solutions Sales Desk at 844-833-5520 or LTCSales@oneamerica.com with additional questions or to request a quote.