

Friendship
at Home

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vs
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Long-Term
Care Insurance




FRIENDSHIP
AT HOME

Examining the financial and practical differences between two long-term care strategies to help you make informed, confident decisions about aging at home.



Introduction

For decades, long-term care insurance has been a central part of retirement planning. It was designed to address one of the most significant unknowns later in life: the potential cost of extended care. For many older adults, this approach provided a sense of financial protection and helped bring structure to an uncertain risk. **At the same time, it left an important question unanswered.**

While insurance can help pay for reimbursable, qualified expenses, it does not address how that care is experienced or managed in real life. As a result, many families with long-term care policies may feel they have an element of financial protection but are uncertain about how and where that care is received, and for how long.

Add to this the emerging reality that most people today are looking for long-term care solutions that allow them to age in place. That's why Friendship at

Home was developed: to allow people to gain the lifelong health, wellness and lifestyle support they need at home, while offering financial coverage for that support.

This guide will help you understand how these approaches differ, where they may complement one another, and how to determine what best supports your long-term care planning goals.

MOST PEOPLE WANT THE SAME OUTCOME:

To remain at home, maintain independence and avoid placing unnecessary burden on family. The question is not whether that goal is possible. It's how best to support it over time.

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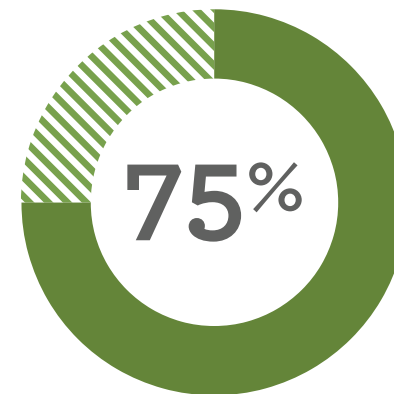
The desire to remain at home

By the time many people reach their retirement age, they've established a way of life that feels right. Their home reflects years of thoughtful decisions and provides a sense of familiarity, independence and control.

So it's natural to want to preserve that continuity. For many, remaining at home is not just a preference, but an important part of maintaining the lifestyle they've built over time.

This perspective is widely shared. At the same time, aging in place requires more than intention. As needs evolve, so does the level of support required, often involving multiple providers, services and decisions.

Without a clear plan, managing that care can become complex, and responsibility often shifts to family members. This is where aging in place becomes more than a preference. It becomes a strategy that requires thoughtful planning.



75% of people want to stay in their home as they age rather than move to a senior living community.

-AARP

What aging in place actually requires

Aging in place is entirely achievable, but it's not passive. It requires a proactive structure that evolves alongside changing health needs and daily routines. What many people don't understand is the importance of a proactive approach to wellness counseling and guidance, which should start well before your health needs begin to change.



As needs increase, support typically expands in stages. What begins as occasional assistance can grow into a more coordinated system of care that touches multiple aspects of daily life.

Over time, aging in place may involve:

- » Coordination with healthcare systems, medical providers and clinical home health providers
- » Management of healthcare expenses and insurance claims
- » Home care assistance with activities such as bathing, dressing and mobility
- » Lifestyle services such as meals, transportation and home maintenance
- » Ongoing monitoring of health and safety considerations

What often surprises people is not the need for care itself, but the effort required to manage it. Without a plan, responsibility tends to shift to a spouse or adult children, often creating levels of stress and anxiety at moments when time is of the essence.

The role of long-term care insurance

Long-term care insurance is designed to address the financial side of care. It provides reimbursement for eligible services once certain medical criteria are met.

Most policies follow a similar structure. Benefits begin when a person requires assistance with a defined number of activities of daily living (ADLs) or experiences cognitive impairment, as diagnosed by a medical provider.

Key features of long-term care insurance include:

- » Reimburses the cost of eligible care at home, in community programs or in senior living settings
- » Eligibility triggered by the need for help with two or more ADLs
- » Stipulates waiting or elimination periods before benefits can begin
- » Does not manage how care is delivered
- » A total benefit pool with capped lifetime payouts
- » May drop policyholders under certain circumstances

To be eligible, potential policy holders must join while healthy. This approach can be a viable financial management option that helps protect assets from the potentially high cost of extended care in the future, up to a certain point.

The responsibility for arranging and managing care, however, remains with the individual or their family. The policy provides funding, but not support.



The role of Friendship at Home

Friendship at Home approaches the challenge of long-term care from a different perspective. It focuses on **how care is experienced, as well as how it is funded.**

The program is structured as a membership, concierge-driven model, combining access to services with ongoing personal guidance. From the beginning, members have support that is designed to adapt over time.

Key features of Friendship at Home include:

- » A personal health navigator available to coordinate care and services
- » Proactive health, wellness, and lifestyle planning
- » Immediate access to home care with only one ADL required
- » Coordination of services such as transportation, meals, and home support
- » Access to higher levels of care if needed, either in the home or at a senior living community

The result is a more organized experience. Rather than assembling care piece by piece, members benefit from a comprehensive, well-planned support system designed to support continuity and reduce complexity.



A fundamental difference in approach

While both long-term care insurance and a Friendship at Home membership approaches relate to care in later life, they begin from different assumptions.

Long-term care insurance is *reactive*. It activates after a qualifying health event and focuses on reimbursing eligible expenses.

Friendship at Home is *proactive*. It provides support from the onset, coordinating and providing coverage for health, wellness and lifestyle services designed to maximize your independence and wellbeing.

This difference becomes more apparent in practice:

- » Insurance reimburses the cost of care after it is provided and deemed eligible
- » Friendship at Home manages care as needs evolve
- » Insurance relies on the policyholder to organize services and manage reimbursement
- » Friendship at Home provides ongoing guidance and oversight, reducing the stress associated with managing claims and reimbursement delays

Beyond care management, a closer look at the summary of differences indicates other key gaps associated with long-term care insurance, such as extended waiting periods and cash benefit caps— while Friendship at Home provides immediate, lifelong coverage.

	FRIENDSHIP AT HOME	LONG-TERM CARE INSURANCE
Philosophy	Proactive, lifelong support and care	Reimbursement of eligible costs
Benefits	Immediate eligibility: services available from day one	Stringent eligibility requirements; extended waiting periods
Health Navigation	Personal health navigator coordinates everything	No health coordination of any kind
Coverage	Lifelong: no caps over time	Limited: ends when cash benefits are depleted

A closer look at costs and outcomes

According to a [recent study](#)* by AARP Public Policy Institute, the median long-term care costs increased significantly from 2019 to 2024, led by nearly a 50 percent increase in costs in home care and assisted living. Understanding the differences in how a Friendship at Home membership helps to control these rising costs vs. how a long-term care insurance policy reimburses costs at market rates is key.

For example, long-term care insurance requires annual, escalating premiums in exchange for future coverage. Eligible costs are reimbursed from the long-term care insurance provider at current market rates, which accelerates the use of the total cash benefit of a policy.

Friendship at Home involves a different structure. Members pay a one-time membership fee and an ongoing monthly fee, gaining access to coordinated services and care benefits. This retainer-style model—based on current, set rates—allows members to secure lifelong services without being vulnerable to escalating costs in the healthcare market.



40% Rise
in cost of long-term care
insurance policies since 2020

AMERICAN INSTITUTE FOR
LONG-TERM CARE INSURANCE

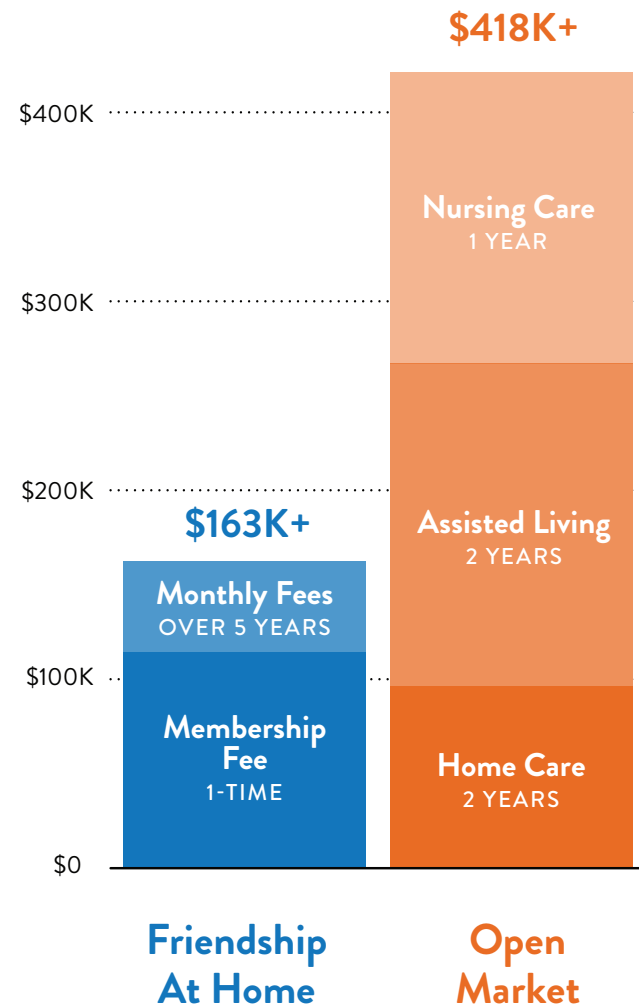
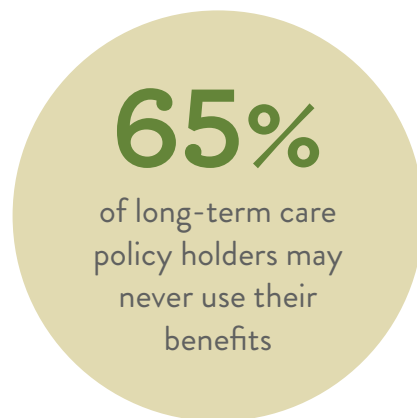
*Long-Term Services and Supports Are Becoming Even More Unaffordable for Middle-Class Americans, March 2026.

A real-world example helps illustrate the difference. In this scenario, a member has invested \$163K over a five-year period, and has received home care, assisted living and nursing care.

Without a membership, this person would have paid \$418K for these services on the open market. That's a difference of \$255,000 in additional costs — plus the added stress of managing her own care.

Within the program, she was able to remain at home while receiving coordinated support. Her total investment over time was significantly lower, and her experience was more consistent with her goals .

This example highlights an important point. Financial outcomes are influenced not only by the cost of care, but by how efficiently that care is delivered.



Why Friendship at Home is a complete solution

As a long-term care planning strategy that offers lifelong benefits for care in the home or senior living communities, Friendship at Home delivers a more comprehensive approach to care services and coverage than long-term care insurance.



Friendship at Home is highly effective for people who:

- » Place a high value on remaining at home
- » Want care coordination and advocacy built into their long-term care plan
- » Want a strategy that helps to mitigate the escalating costs of long-term care and preserves more of their major assets
- » Would like to have a direct connection to a senior living community, including Friendship Village of Dublin, if ever needed

How Friendship at Home can work with long-term care insurance

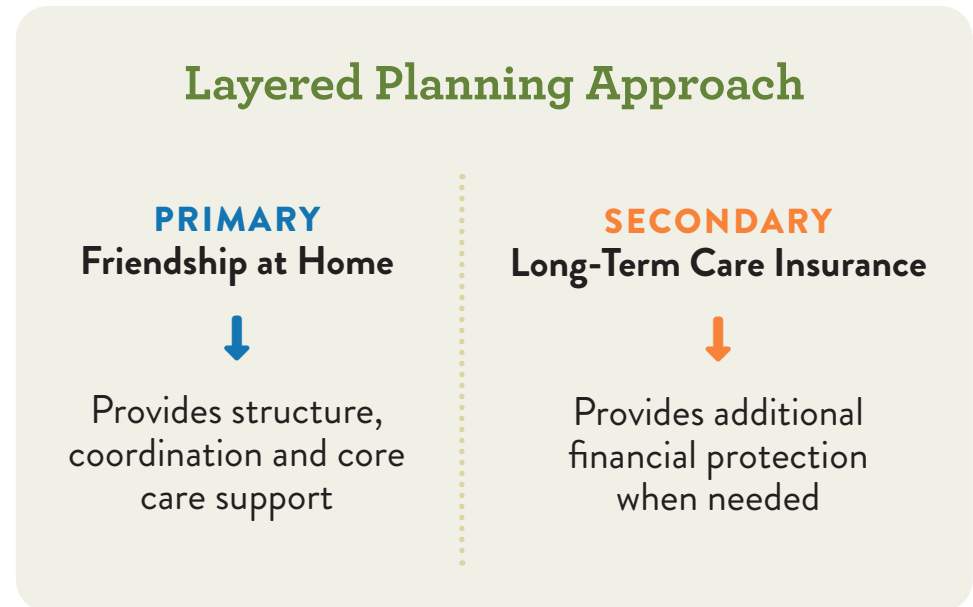
For people who may already have a long-term care policy, Friendship at Home is an excellent strategy for complementing and extending the limited cash benefits of these insurance plans.

In cases like this, Friendship at Home serves as the primary framework for care. It provides a holistic, proactive support system as well as lifelong financial coverage for care—all while allowing a person to receive that care in their home.

Long-term care insurance can then serve as a secondary layer, helping to cover costs that may extend beyond the level of membership plan a person has with Friendship at Home.

This combination can offer several advantages:

- » Provides the most complete coverage for health, wellness and lifestyle support
- » Creates greater cost efficiencies in how benefits are used
- » Reduces the administrative burden on family members
- » Ensures lifelong care coverage for daily needs through Friendship at Home
- » Extends the longevity of long-term care insurance coverage to cover any remaining gaps



Planning checklist for you and your financial advisor

As you evaluate your options, it can be helpful to move from general concepts to more specific considerations. The goal is not simply to compare two approaches, but to understand how each one fits within your broader financial and lifestyle plan.

A thoughtful conversation with a financial advisor can help bring clarity to that decision. The following checklist is designed to guide that discussion and highlight the areas that matter most.

Aging in Place Readiness

Start with the foundation. Remaining at home requires more than preference, and it is important to understand how well your current situation supports that goal.

- Is your home suitable for long-term living as your needs change?
- What modifications might be required over time?
- Do you have a plan for increasing levels of care within your home?

Financial Planning Considerations

Both approaches involve financial commitments, but they do so in different ways. Understanding your comfort with those structures is essential.

- How much of a potential care expense are you willing to self-fund?
- Do you prefer insurance premiums or a more flexible cost structure?
- How important is preserving assets for future use or legacy planning?

Care Coordination and Support

This is often the most overlooked aspect of planning. Care is not only a financial issue; it includes lifestyle and personal support issues.

- Who would coordinate your care if your needs became more complex?
- How comfortable are you relying on family members for that role?
- Would you benefit from having a dedicated advocate or care navigator?

Insurance Considerations

If you already have long-term care insurance, it's important to understand how it functions in practice, not just in theory.

- What are your policy's eligibility requirements and benefit limits?
- How long is the waiting period before benefits begin?
- How well does your coverage align with your goal of remaining at home?
- Are you concerned that you, at some point, may no longer be eligible for benefits or be dropped from your policy?

Program Fit: Friendship at Home

A membership-based model introduces a different type of structure. Evaluating fit is as much about lifestyle as it is about cost.

- Does the program's approach align with your preference for aging in place?
- Are you comfortable with the entry fee and ongoing membership model?
- Do you value having coordinated services and ongoing support built into your plan?

Considering a Combined Strategy

In many cases, the most effective plan may include elements of both approaches. This requires a clear understanding of how they interact.

- Would combining a membership program with insurance improve your overall plan for aging in place?
- Could one approach extend the value or effectiveness of the other?
- Does layering both reduce financial risk and decision-making burden over time?

This checklist is intended to help you move from general awareness to informed decision-making, with the guidance of an advisor who understands both the financial and practical dimensions of care planning.



A final perspective

Aging in place isn't simply about staying where you are. It's about maintaining continuity in the way you live, even as circumstances evolve.

It's true that long-term care insurance can play an important role in providing reimbursement for long-term care expenses. Yet, Friendship at Home does that and more: it delivers a comprehensive support system that organizes and guides your care experience, provides peace of mind for you and your loved ones, and helps you maintain your desired lifestyle in the home you love.

The goal in planning is not simply to prepare for care. It is to preserve independence, reduce uncertainty and create a plan that allows you to live out the next season on life on your terms, and with the security you deserve.

Ready When You Are

If you have questions about the difference between long-term care insurance and our aging-in-place program, please reach out to our counselors. They're here to help address those questions and provide more specifics on the levels of membership plans available through Friendship at Home.

Feel free to call or email us to begin the conversation.

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