

Date: Wednesday, March 30, 2022 2:01 PM

Subject: Our complimentary LTC support is better than ever



Introducing Caregiver Advocate



Caregiver Advocate has replaced Silver Brick Road for Nationwide[®] life insurance clients with long-term care (LTC) coverage.

This service is complimentary to any Nationwide members who own a life insurance policy with long-term care coverage, including the long-term care rider or CareMatters[®].

We're reaching out today to let you know that we've started notifying existing policyowners about this change in case you receive questions. You can read a copy

of the email they'll receive [here](#).

Caregiver Advocate will have many of the same tools and resources previously available, as well as a few additional features for your clients, their family members, friends and caregivers to access, including:

- Help finding qualified long-term care and other services in their area
- Toll-free technical support and provider search: 8 a.m. to 6 p.m. ET
- The ability to share access to the site with loved ones and caregivers
- An extensive library of resources to help the care recipient remain independent longer
- Access to other companies offering services to help promote healthy aging and remaining independent as long as possible



We have your clients covered

Share [this flier](#) with your current or prospective clients to demonstrate the extraordinary care you can deliver when you partner with Nationwide.



This email was sent to:

This email was sent by: Nationwide, One Nationwide Plaza, Columbus, OH, 43215

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• Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution
• Not insured by any federal government agency • May lose value

This material is not a recommendation to buy or sell a financial product or to adopt an investment strategy. Investors should discuss their specific situation with their financial professional.

Caregiver Advocate is administered by LTCG[®]. Nationwide is not affiliated with LTCG[®].

Caregiver Advocate is subject to availability and may be modified, suspended or terminated at any time. Access to the services available through Caregiver Advocate will terminate if the owner terminates or surrenders their contract with Nationwide.

Caregiver Advocate is provided as a service to you by Nationwide. Caregiver Advocate is a third-party vendor site that is not hosted or affiliated with Nationwide, and Nationwide is not responsible for the content or the accuracy of any information or materials located on the site.

Long-term care insurance does have exclusions, limitations, reductions of benefits, and terms under which the policy may be continued in force or discontinued. If you have additional questions specific to your individual policy, please contact your financial professional.

Products are issued by Nationwide Life Insurance Company or Nationwide Life and Annuity Insurance Company, Columbus, Ohio.

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Email ID:

LAE-1815AO – CAREGIVER ADVOCATE ET EMAIL TO MEMBERS

Subject Line	Your Nationwide life insurance has a new complimentary service
Preheader Text	There's a new no-cost service available for you and your loved ones



[STANDARD DESKTOP BANNER] alt= "Introducing Caregiver Advocate exclusively for Nationwide® LTC members"



[Name], we're excited to offer Caregiver Advocate because you have Nationwide life insurance with long-term care (LTC) coverage.

This free service is designed to give you and your family members, friends and caregivers unlimited access to a suite of caregiving tools and resources to help:

- Simplify the process of finding the help you and your loved ones need
- Find a provider that meets your needs for care
- Learn about long-term care and caregiving
- Access other companies offering services to help promote healthy aging and remaining independent as long as possible

Once you've accessed the site, you can also send an invitation to family members and friends to set up their own access and take advantage of these resources.



We've got your LTC and support services covered.

Visit [CaregiverAdvocate.com/Nationwide](https://www.CaregiverAdvocate.com/Nationwide) today to set up your account access (policy number **XXXX**).

You can also call 1-800-488-4172 8 from a.m. to 6 p.m. ET, Monday through Friday if you have questions.

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[Disclosure]

Caregiver Advocate is available at no additional cost. It might not be available in all states/territories or in all products.

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[Mobile banner]

**Introducing
Caregiver Advocate
for Nationwide®
LTC members**

SAMPLE



Making it easier to find the help you need

Start enjoying the benefits of Caregiver Advocate.

Finding qualified long-term care and support services can be daunting. But because you own a Nationwide life insurance policy with long-term care coverage, you have a suite of services from Caregiver Advocate available to you and your family members, friends and caregivers.

This service helps ease your stress by:

- Simplifying the process of finding the help you and your loved ones need
- Finding a provider that meets your needs for care
- Providing education about long-term care and caregiving

Continuous support is available to you



Find services and assistance in your area.

Search your community for service providers who specialize in home health care, adult day care, Alzheimer's living and other support services. You'll also have the ability to review and compare providers' services, insurance and supervision measures, qualifications, and rates and fees (information provided varies by service provider).



Receive toll-free support.

Call 1-800-488-4172 (Monday through Friday, from 8 a.m. to 6 p.m. ET) to speak to a professional anytime you or a family member, friend or caregiver need help understanding options, locating long-term care or other services in your area,¹ or even for technical support for things such as resetting passwords.



Coordinate care.

Long-term care is often a team effort. So you can invite family members or friends to Caregiver Advocate, giving them access to the same tools and resources available to you. You don't have to be receiving long-term care services yourself for these resources to be available.



Maintain your independence.

Caregiver Advocate offers an extensive library of resources — including tips, checklists, short articles and videos — to help keep care recipients independent longer. You can also access other companies offering services to help promote healthy aging and remaining independent as long as possible.

¹ You'll receive a written follow-up highlighting the 3 providers that most closely meet your search criteria.



Getting started

Don't waste any more time worrying about long-term care planning. Follow these steps to begin your journey:

1. Visit **CaregiverAdvocate.com/Nationwide**
2. Set up your account by clicking on the **"Register"** button under the **"First-time users"** heading.
3. Have your policy number, first and last name and date of birth ready to **establish your account.**

For additional assistance, please call **1-800-488-4172, 8 a.m. – 6 p.m. ET, Monday through Friday.**



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