



Goodwin Living
At Home

GoodwinLivingAtHome.org

**Your Life. Your Home.
Your Choice.**

Mission | Vision | Approach

Our Mission

To support, honor and uplift the lives of older adults and the people who care for them

Our Vision

Expand the places and ways we serve older adults

Our Approach

We're a not-for-profit, faith-based senior living and healthcare organization. We ensure that we can all thrive and live our lives with purpose at any age.

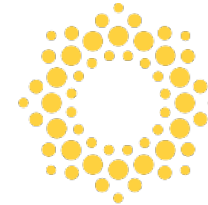
Living & Lifestyle



Goodwin House
Alexandria



Goodwin Living
At Home



The View
Alexandria

BY GOODWIN LIVING



Goodwin House
Bailey's Crossroads



Nice to Meet You!

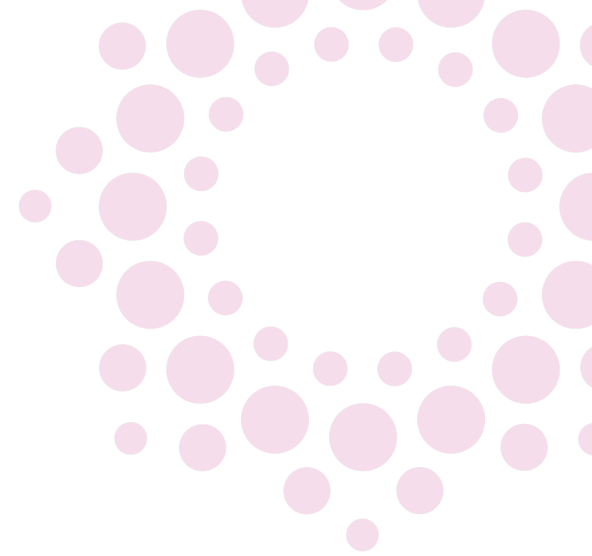
Shannon Bishop
Senior Sales Consultant



Barbara Brubeck
Senior Sales Consultant

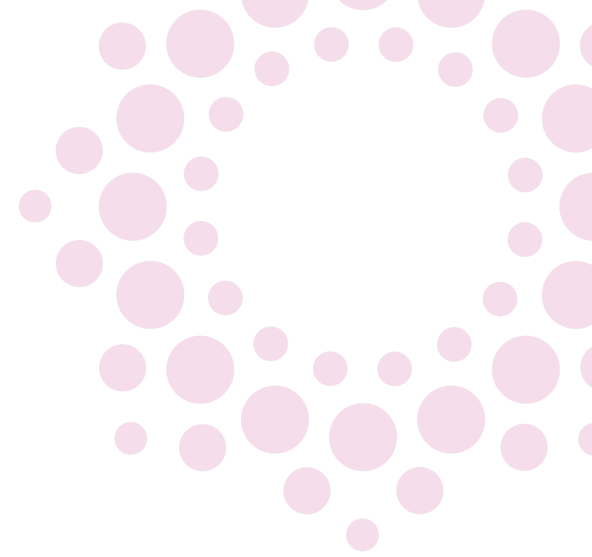


Our Time Today



- Introduction
- Planning for Your Future with Goodwin Living At Home
- Q&A
- Reserve your appointment today!

Have You Planned Ahead?



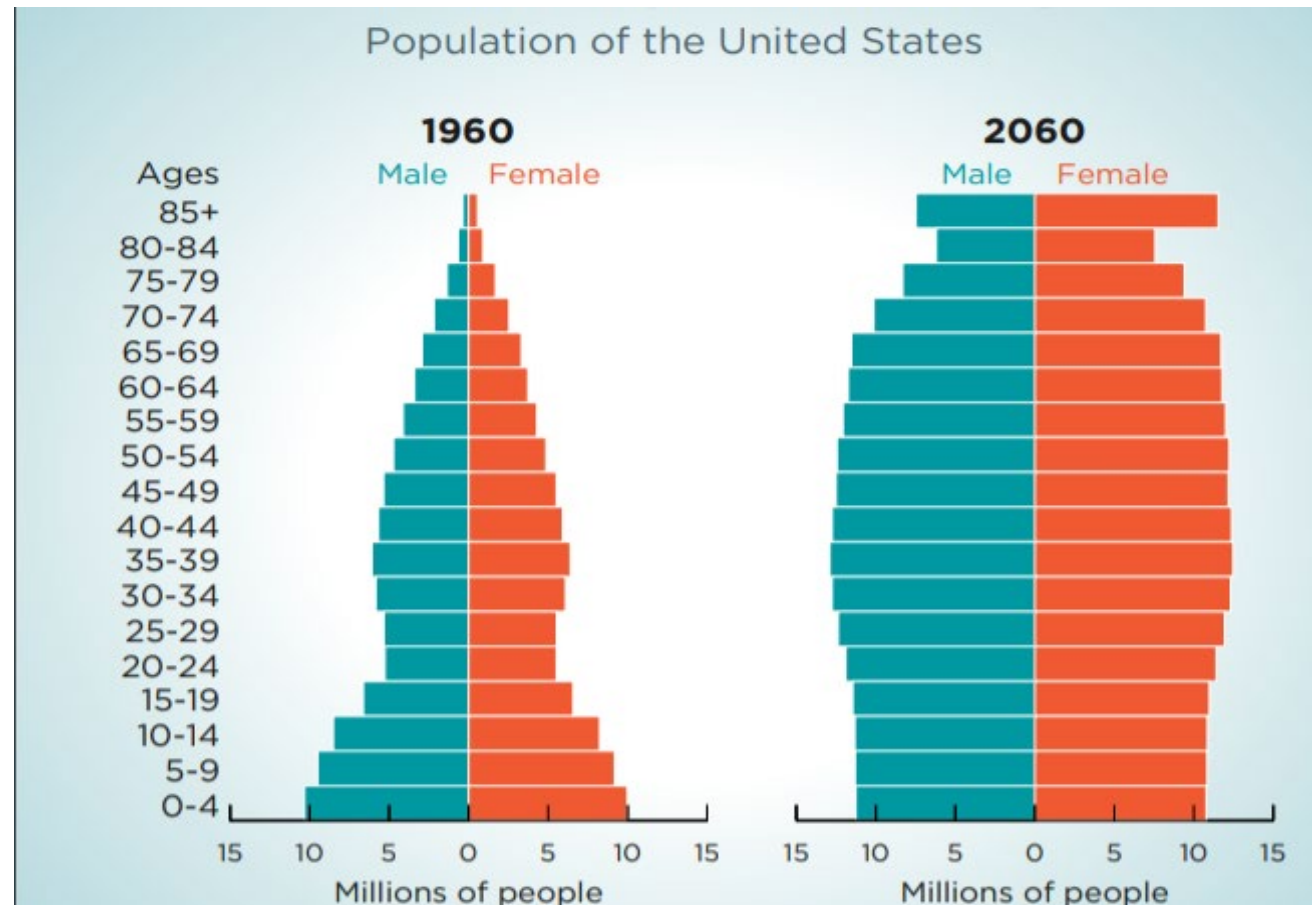
- Move to a retirement community while independent
- Purchase long-term care insurance
- Have the financial independence to self-insure
- Wait until services are needed

Planning Ahead

- Access to quality care
- Experienced Care coordination
- Financial preparedness

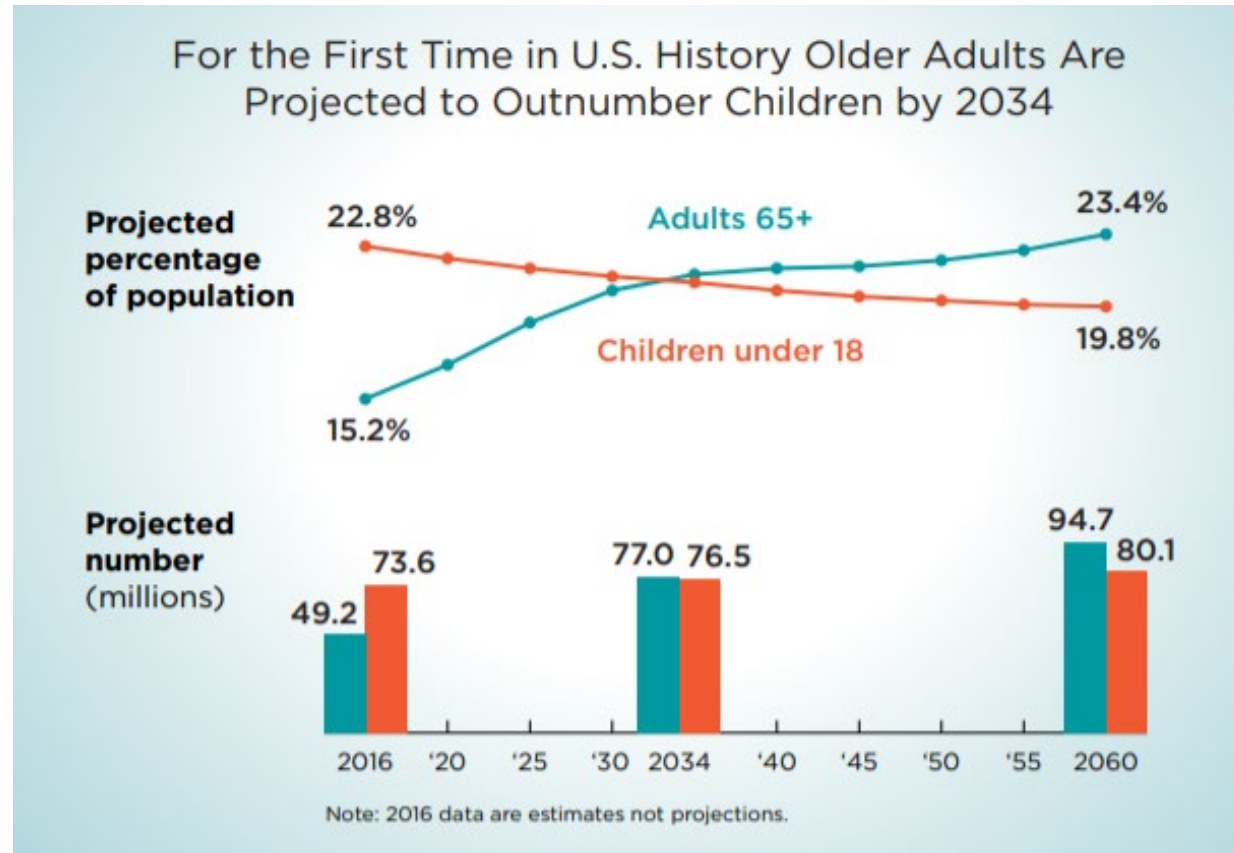


A Century of Change



An Aging Nation

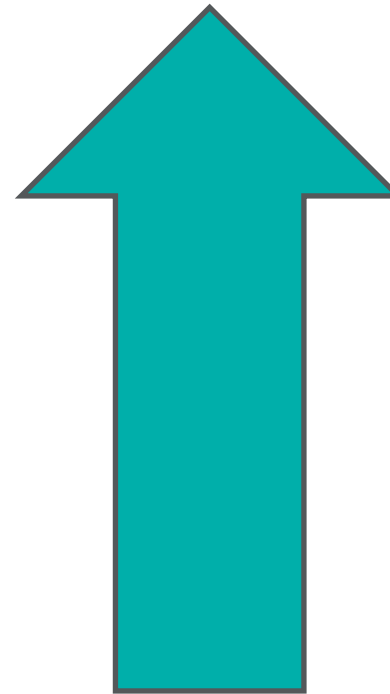
Projected Number of Children and Older Adults



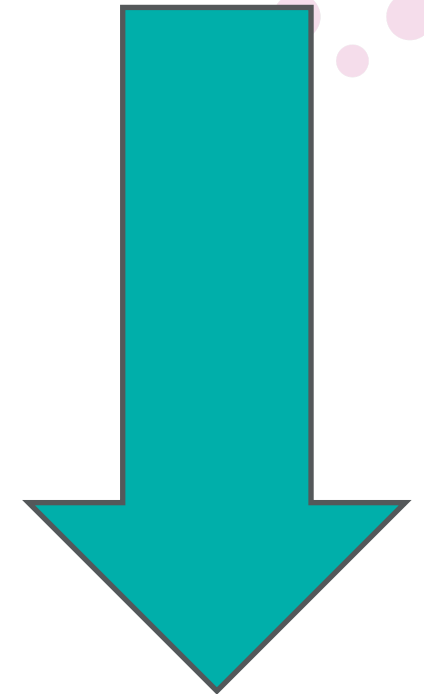
Workforce Crisis in Healthcare

- **10,000** baby boomers turn 65 every day
- In 2020, the average age of an RN was **50**
- **80,407*** qualified applicants turned away from nursing schools because of a shortage of faculty in 2019
- **One million** nurses will leave the workforce by 2030

Older Adults



Nurses/Aides



Goodwin Living At Home Can Help!



Goodwin Living At Home

Is a unique membership-based program designed for **healthy older adults**

Combines the independence of remaining at home with the **security of life care benefits**

Members receive **immediate support** and guaranteed **access to quality care** when needed

Our Care Coordination Team

- Develops an on-going relationship with Members built on mutual trust
- Understands each Members' unique needs, preferences, and goals
- Assists Members to maintain their health, independence, and safety
- Coordinates care related services and supports when needed



Care Coordination

- **Promotes wellness** with activities like wellness fairs, webinars, member mingles, and access to GL fitness facilities and programs
- Our **experienced** Care Coordination Team is **available around the clock** to assist you with your care needs. We are just a call away!

What's Included?

- Pays for Short-Term and Long-Term Care
- Home Maintenance Services Coordination
- Home Safety Assessments
- Priority Access to Goodwin Living Assisted Living and Healthcare Centers
- Portable Benefits

Flexible Financial Plans



Flexible Financial Plans

- Daily Benefits
- Lifetime Benefits
- Care at Home
- Care at a Health Care Center

Flexible Financial Plans

Financial Plan Structure

- Membership Fee
- Monthly Fee
- Inflation Adjustments

Flexible Financial Plans

Financial Benefits

- Possible tax benefits
- Pays for care immediately
- Bridge to Goodwin Living senior living communities

Foundation Plan Example

Daily Benefit

\$141

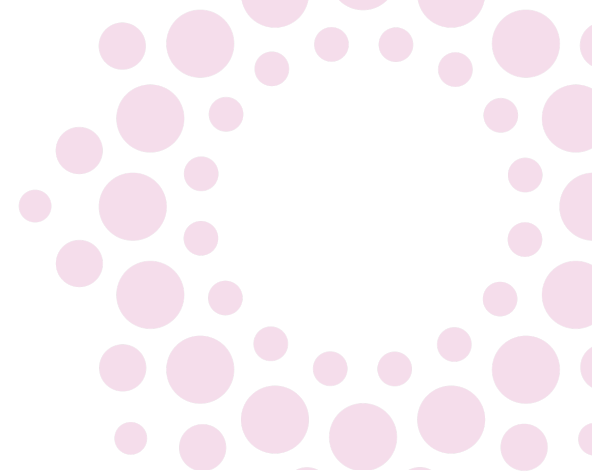
Monthly Benefit

\$4,230

Lifetime Maximum

\$710,011

Foundation Plan Example



65-Year-Old

One-Time

Membership Fee:

\$5,001

Monthly Fee:

\$434

70-Year-Old

One-Time

Membership Fee:

\$8,270

Monthly Fee:

\$434

75-Year-Old

One-Time

Membership Fee:

\$12,049

Monthly Fee:

\$434

Canopy Plan Example

Daily Benefit

50% of cost of care up to \$241

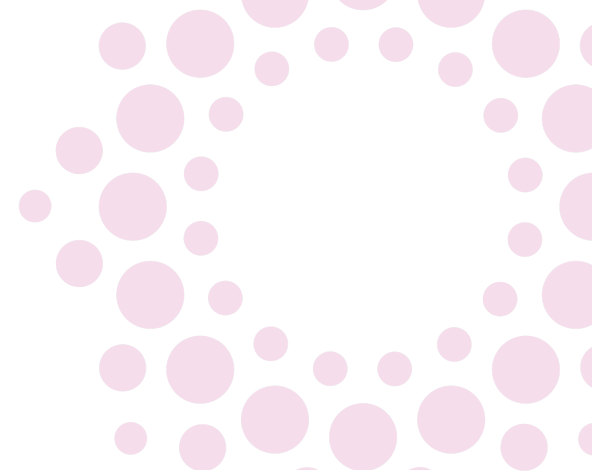
Monthly Benefit

Up to \$7,230

Lifetime Maximum

\$1,420,023

Canopy Plan Example



65-Year-Old

One-Time

Membership Fee:

\$22,891

Monthly Fee:

\$590

70-Year-Old

One-Time

Membership Fee:

\$28,050

Monthly Fee:

\$590

75-Year-Old

One-Time

Membership Fee:

\$35,716

Monthly Fee:

\$590

Colonnade Plan Example

Daily Benefit

\$483

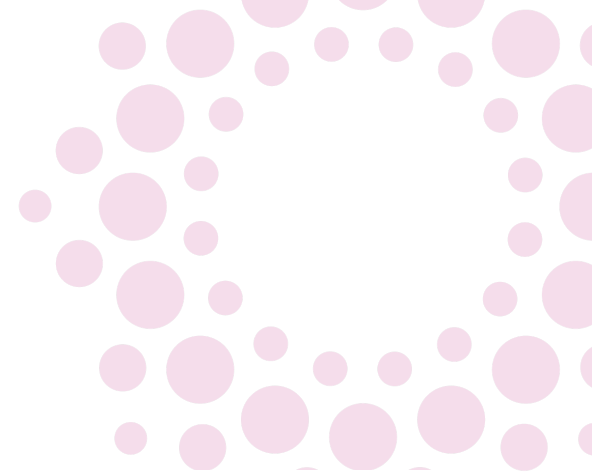
Monthly Benefit

\$14,490

Lifetime Maximum

\$1,420,023

Colonnade Plan Example



65-Year-Old

One-Time

Membership Fee:

\$63,258

Monthly Fee:

\$650

70-Year-Old

One-Time

Membership Fee:

\$68,726

Monthly Fee:

\$650

75-Year-Old

One-Time

Membership Fee:

\$78,535

Monthly Fee:

\$650

Have You Budgeted?

Service	Daily	Monthly	Annual
Home Care (assistance with ADL's)	\$272 (8 hours/day at \$34/hour)	\$8,160	\$97,920
Assisted Living	\$283	\$8,460	\$101,520
Nursing Care	\$500	\$15,000	\$183,000

Examples of Payment of Care

Service	Average Daily Cost of Care	Colonnade*	Canopy* 50%/50%	Foundation
Home Care (assistance with ADL's)	\$272 (8 hours/day at \$34/hour)	\$272	\$136	\$141
Assisted Living	\$283	\$283	\$142	\$0
Nursing Care	\$500	\$483	\$241	\$0

*Includes paying for the cost of care in an Assisted Living, Memory Support and/or Nursing Care facility up to the Plan's maximum daily rate.

Goodwin Living At Home

We currently have 238 members living throughout **Washington D.C. and Northern Virginia**

GLAH is regulated by the **Commonwealth of Virginia Bureau of Insurance** and the **Washington, DC Department of Insurance, Securities and Banking**.

Goodwin Living At Home

- Goodwin Living At Home will celebrate a **10-year milestone this Fall.**
- In 2019 we launched The Foundation through which generous donors **support the new citizenships of our employees and our Stronger Memory program** to promote better brain health and combat cognitive decline
- In 2021 we **expanded into the District of Columbia**

Minimum Eligibility Requirements

- Must be age 55+
- Must be living independently
- Parkinson's, MS, Alzheimer's disease or other neurological diseases will limit eligibility
- Initially must live in service area
- Must maintain Medicare/Insurance coverage

What If You Move After Joining?

- Flexibility to relocate from the service area after 1 year
- We identify up to three (3) home care agencies and facilities in the new location
- We partner with other CCaHs/service providers to coordinate care needs
- We reimburse member directly up to maximum daily benefit

Application Process

- Personal application
 - Application fee of \$350 per person
- Confidential financial review
- Medical records review (2 years)
- Home visit
 - Cognitive and functional screenings
 - Home safety assessment

What Does GLAH Do for You?

- Assist you to **remain in the home of your choice**
- **Protect your assets** against increasing costs of healthcare by prepaying for future care needs
- Remove the **caregiving responsibility** from your loved ones
- Provide **peace of mind**

The Best Time to Plan is Now!

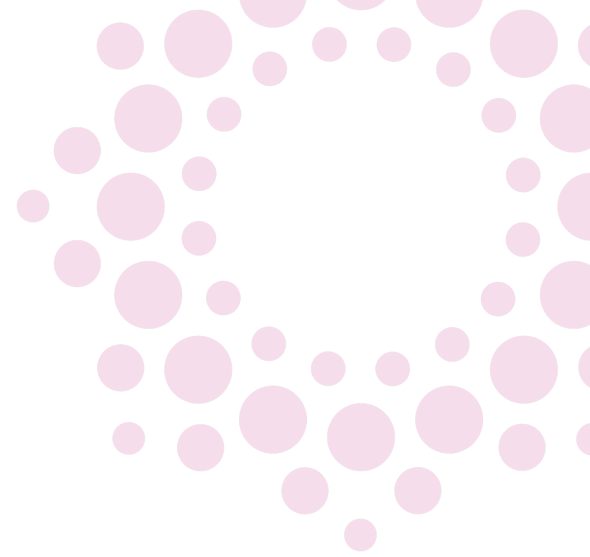
We're available to meet with you in person, by phone or virtually. Please let us know if you're ready to learn more.

Phone: 703.575.5202

Email: AtHome@GoodwinLiving.org



Questions?



Find Peace of Mind

with Goodwin Living At Home

GoodwinLiving.org/Age-In-Place



References

- **"These Self-Care Strategies Can Help Caregivers Cope With Burnout"** - https://www.wsj.com/articles/these-self-care-strategies-can-help-caregivers-cope-with-burnout-11640782803?mod=article_inline
- **"Genworth Survey of Long-Term Care Costs"** - <https://www.genworth.com/aging-and-you/finances/cost-of-care.html>
- **"Caring for Older Relatives Is So Expensive That Even AARP's Expert Filed for Bankruptcy"** - https://www.wsj.com/articles/caregiving-costs-expensive-11645282825?st=2odipge7qeh62tu&reflink=article_email_share
- **National Population Projections, 2017** - <http://www.census.gov/programs-surveys/popproj.html>
- **"How Much Care Will You Need?"** -U.S. Department of Health & Human Services - <https://acl.gov/ltc/basic-needs/how-much-care-will-you-need>