



The Honorable Delores G. Kelley, Chairman  
The Honorable Katherine Klausmeier  
Senate Finance Committee  
3 East, Miller Senate Office Building  
Annapolis, Maryland 21401

February 5, 2021

Re: Senate Bill 652 - Public Health - Long-Term Care Planning – FAVORABLE

Dear Chairman Kelley, Senator Klausmeier and Members of the Committee:

On behalf of NAIFA, the National Association of Insurance and Financial Advisers, I am writing to express support for HB 0599, Public Health – Long Term Care Planning. Founded in 1890, NAIFA represents the interests of more than 20,000 licensed insurance agents and financial advisers across the country. Ninety percent of NAIFA members serve middle-income clients and/or lower-income individuals and families. NAIFA members advocate at both the state and federal levels to ensure that policymakers hear directly from advisors and agents that serve Main Street USA.

NAIFA strongly supports enhanced mechanisms for increasing the public's knowledge of long-term care needs, the benefits and limitations of public and private plans, and encouraging LTC planning. A representative from NAIFA-MD was among the state's Task Force on LTC Education and Planning and significantly influenced producing the Task Force recommendations, which helped shape HB 0599.

If enacted, HB 0599 will provide Marylanders with easier access to LTC education. It would require the Maryland Health Care Commissioner, the Department of Disabilities, and the Department of Aging to update their websites with an array of informative and consistent information on LTC family planning. These new website materials will include the Task Force's "Plan NOW Starter Kit" (which provides information on successfully planning for LTC with contact information for private and public options).

NAIFA supports proposals to increase consumer conversations and awareness of the social need for long-term care supports and services. HB 0599 will help inform Maryland consumers of their planning options, and we ask that you support and take swift action on this bill during the current legislative session.

Sincerely,

A handwritten signature in black ink, appearing to read "Diane Boyle".

Diane Boyle  
Senior Vice President – Government Relations  
NAIFA