

# Long -Term Care Awareness Campaign

## *Own Your Future*

### Information Partners Can Use on National Clearinghouse for Long-Term Care Information Website

The National Clearinghouse for Long-Term Care Information has set up a new, user-friendly consumer website that provides in-depth objective information on understanding, planning and paying for long-term care.

Located at [www.longtermcare.gov](http://www.longtermcare.gov), the site features information and tools to help people better understand their risks for and the costs of long-term care. With an emphasis on the importance of future planning, the site includes a number of resources and interactive tools to help people prepare. The website is part of ongoing efforts to increase public awareness about the importance of advance planning for future long-term care needs.

### What You'll Find on the [www.longtermcare.gov](http://www.longtermcare.gov) Website

Given that one of the biggest barriers to planning is misinformation about long-term care, the Clearinghouse website is designed to provide people with the trusted information and resources they need to take an active role in planning for potential future needs. The website features:

- Objective information on **specific long-term care planning options**, including the pros and cons of private financing options such as personal savings, long-term care insurance, reverse mortgages and other options.
- In-depth information on the **availability and limitations of Medicaid** in all states, including eligibility and estate recovery requirements.
- **State-specific long-term care insurance Partnership Programs** under Medicaid.
- **Planning resources** that include an interactive savings calculator, information on the costs of care across the United States, and real-life examples illustrating how individuals have planned successfully.
- **State and national contact information** for a range of long-term care programs and planning services.
- Information about a **free Long-Term Care Planning Kit** that can be ordered or downloaded from the Clearinghouse website or ordered by calling 1-866-PLAN-LTC.

#### Sponsors

Centers for Medicare & Medicaid Services

Office of the Assistant Secretary  
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Administration on Aging

National Governors Association

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## How Was the [www.longtermcare.gov](http://www.longtermcare.gov) Website Developed?

The Clearinghouse website was developed as part of Section 6021 (d) of the Deficit Reduction Act (DRA) of 2005, which allocated funds to the U.S. Department of Health and Human Services (DHHS) to help Americans take an active role in planning for their future long-term care needs. The website is a collaboration between the Administration on Aging (AoA), the Centers for Medicare & Medicaid Services (CMS), and the Office of the Assistant Secretary for Planning and Evaluation (ASPE).

## For More Information About the [www.longtermcare.gov](http://www.longtermcare.gov) Website

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