



Express

AUGUST 13, 2025

Life Insurance

[Failing to Plan Can Come at a Cost](#)

Help Younger Clients Understand the Need for an LTC Rider

[Underwriting Corner: Risk Assessment and Pre-Approval](#)

Step inside the Simplified Issue Life Underwriting Corner as we unpack the critical role of risk assessment and answer frequently asked questions about our new pre-approval process.

Long-Term Care

[How to Use the LTC Cost of Care Calculator in Your Sales Process](#)

By making the numbers real-and pairing them with a Mutual of Omaha solution-you move the conversation from hesitation to action.

[Overcoming the Top 5 Client Objections to LTC Insurance](#)

Mutual of Omaha provides competitive pricing, flexible benefits, and strong financial ratings-giving you the confidence to answer objections and close the sale.

Critical Illness

[The Critical Illness Coverage Opportunity in High-Deductible Health Plans](#)

Mutual of Omaha's Critical Advantage turns high-deductible health plans from a financial risk into a manageable expense, providing clients with a tax-free lump sum to cover big out-of-pocket costs after a serious diagnosis.

[Turning a "Health Insurance Covers That" Comment into a Critical Advantage Sale](#)

With Mutual of Omaha's Critical Advantage, you can turn a quick objection into a powerful value proposition-and often, a sale.

Annuities

Flexibility is an Advantage

Take Advantage of the flexibility of Ultra Advantage FIA and the options available, all from a company your clients know and trust.

Mutual of Omaha Affiliate Companies: United of Omaha Life Insurance Company, United World Life Insurance Company, Omaha Insurance Company, Mutual of Omaha Medicare Advantage Company, and Omaha Health Insurance Company.

For producer use only. Not for use with the general public.

© 2025 [Mutual of Omaha Insurance Company](#). All rights reserved.
3300 Mutual of Omaha Plaza Omaha, NE 68175, US

Campaign E2000