OneAmerica Financial

Care Solutions News

The expanding need for care: Why long-term care planning can't wait

America is entering a defining moment in how families, employers, and financial professionals think about care. Baby Boomers are moving deeper into retirement, while Gen X is increasingly balancing aging parents, children and careers with their own retirement planning. Together, these shifts are making caregiving more visible, more personal and more urgent.

The scale is significant. There are roughly 70 million Baby Boomers in the United States, and by 2030 every Boomer will be at least 65. Gen X, comprised of about 65 million, is entering its 60s and increasingly carrying the responsibilities often associated with the sandwich generation.

Caregiving is no longer a future issue or a niche concern. It is already a mainstream family reality. About 63 million American adults — nearly one in five people — are providing ongoing care to an adult or child with a medical condition or disability. They are driving parents to appointments, managing medications, helping with meals and stepping away from work to respond to care-related calls.

The need for care is also growing because Americans age 85 and older — the group most likely to need long-term services and support — are the fastest-growing segment of the population. Demand is rising faster than the systems designed to support it.

Care is an interconnected challenge

Long-term care is often discussed as if it affects only the person receiving support. In reality, care is interconnected. It touches families, professional caregivers, employers, communities and the broader health care system.

One of the biggest pressure points is the caregiver workforce. The country already faces shortages of home health aides, facility staff, nurses and trained dementia care specialists. At the same time, the labor force is shrinking relative to the retiree population. In 1960, there were roughly five workers for every retiree. Today, that number is fewer than three.

Because the formal care system cannot absorb all of that demand, families are filling the gap. Unpaid family caregivers provide an estimated 49.5 billion hours of care each year, representing more than $1 trillion in economic value. Behind those numbers are families rearranging work schedules, navigating health care decisions, managing stress and making financial sacrifices.

Families are carrying more of the load

For many families, care begins quietly. It may start with groceries, rides to appointments or help sorting mail. Over time, those small acts can grow to include medication management, meals, transportation, bathing, finances and home safety. What starts as occasional support can gradually become a second job.

Many caregivers step into this role with little training, limited support, and no clear roadmap. The emotional toll can be significant, especially as more families are asked to provide care over longer periods of time.

The planning opportunity

This is why long-term care planning matters. The conversation should begin before crisis forces decisions. Families need time to ask practical questions: Who will provide care? Where will care happen? How will it be paid for? What will need to change at work, at home or in the family budget?

Families who have experienced a long-term care event often understand what statistics cannot fully convey: care affects everyone around the person receiving it. Financial professionals, employers and industry leaders have an opportunity to position long-term care planning as part of a broader financial, family and workforce strategy — not as an isolated insurance conversation.

The call to action is simple: do not wait for a care event to force the conversation. Start earlier, when families have options, time and the flexibility to make thoughtful decisions. If care is likely to touch nearly every family, then planning for care should become part of every meaningful financial conversation.

Enhancing the policy delivery experience

You may notice more reminders for outstanding Proxy Delivery Receipts and quicker resolution of delivery requirements. When appropriate, documented evidence of policy acceptance may be used to confirm delivery, improving efficiency, visibility and consistency.

What you may experience

- More proactive reminders and outreach on policies with outstanding delivery receipts
- Increased focus on confirming successful policy delivery following placement
- Faster resolution of long-standing delivery requirements when sufficient evidence of policy acceptance exists

Our goal is to make policy delivery clearer and more efficient while helping clients realize the value of their coverage sooner.

Asset Care moving to 100% eApp in 2027

Beginning **Jan. 1, 2027**, all Asset Care applications must be submitted through eApp. The process streamlines submissions, automatically orders required items and helps speed underwriting. Clients may complete questions independently or with a producer. eApp benefits include:

- Saved time
- Increased flexibility for clients
- Simplified submission process

eApp is available through the producer portal or back office. Visit the eApp training page for helpful resources, including a step-by-step training video.

Interest rate updates

Rates for some OneAmerica Financial company products changed **Saturday, Aug. 15**. Review the changes that recently took effect.

OneAmerica Financial® is the marketing name of the companies of OneAmerica Financial. Products issued and underwritten by The State Life Insurance Company® (State Life), Indianapolis, IN, a OneAmerica Financial company that offers the Care Solutions product suite. Asset Care form numbers: ICC18 L302, ICC18 L302 JT, ICC18 L302 SP, ICC18 L302 SP JT, ICC18 R532, ICC18 R533, ICC18 R539, ICC18 SA39, ICC18 R540, ICC24 R545, ICC24 R546 and ICC24 R547. Not available in all states or may vary by state.

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This content was distributed August 2026.

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