Long-Term Care Data

What It Is and Why You Need It

Life Plan Marketing

People who think and plan ahead are desirable prospects for senior living marketers. But did you know that only 3-4% of Americans have invested in a long-term care insurance policy? The policies they've purchased may offer coverage for some or all of the cost for the care they'll need as they age. They're an audience that is worth targeting. But how do you find that small group of qualified prospects? You turn to Sabal Strategy's Long-term Care Data lists.

Our Long-term Care Database has multiple demographic elements. This means we have the ability to segment a file to deliver a list for your target market. This audience is also an excellent source of potential prospects for investment planning, supplemental insurance coverage, low-cost prescription plans, and so much more. They are also the ideal audience for senior living marketers who are looking beyond the independent living market.

Modeled Data

Sabal Strategy's Long-Term Care Data features a comprehensive suite of audience propensities with integrated scores that predict consumer behavior, product and brand affinities. Thousands of pre-built, propensity model scores mean we can quickly configure your data list. This data delivers rich insights into a prospect's likelihood of responding, converting, and becoming a loyal consumer. And it includes which messaging platforms they prefer.

Long-Term Care Data scoring identifies the top 10% of consumers who are most likely to have a long-term care insurance policy. We can also segment this group by age in two-year increments, location, income or net worth, real property and more to build a hyper-targeted audience for your next campaign.

Curious about how large the universe of qualified prospects might be for your community? We ran the numbers for the top 10% of prospects over the age of 65 by state. Here is a sampling of the audience size:

- Arizona: 419,295 people
- Florida: 1,580,486 people
- Massachusetts: 277,292 people
- New Jersey: 296,164 people
- Virginia: 635,494 people

Trustworthy. Accurate. Qualified. That's the type of data you need in order to deliver the results you want. If you'd like more specific information about this unique set of data and how it can help drive your next campaign, contact Maribeth at Sabal Strategy today!