

Protecting your business income and your service users needs

Agenda



- Introduction to Key Retirement Solutions and Partnership
- Identifying and agreeing the need for care funding advice
- What are UKHCA doing about this?
- How can this really help your service users?
- The path ahead

Introduction



- Key Retirement Solutions are the UK's number 1 equity release specialist independent adviser
- Key arrange 1 in 4 of all plans in the UK
- The only national face to face advice service
- Partnership are the UK's market leader of Care Fees Plans
- Working closely with the care sector and stakeholders to deliver care funding strategies at all levels

Introduction



- Offering a range of integrated advice and product solutions which:
 - Allow a greater range of options for funding both domiciliary and residential care
 - Facilitate greater opportunity for more flexible funding solutions
 - Provide ongoing flexibility to fund changing care needs
 - Create stability and confidence for the service user and provider
 - Allow businesses to develop and grow

Agreeing the need



- Why is there a need for care funding advice?
 - The dilemma for care purchasers is funding the quality of care that they would like
 - There is a long term funding problem – funds running out
 - Issues of retention of service users for the care provider
 - The elements of funding mechanisms and the provision of care are now inextricably linked

What are UKHCA doing?



- UKHCA recognise that appropriate advice can not only be in the best interest of the service user it can and will have considerable benefits for it's members
- How
 - Service user retention through provision of a broader service proposition
 - National Support
 - Caring about a users ability to pay
 - The development of a proposition that does not compromise your position
- Carried out extensive due diligence

Helping service users



- Afford the levels of care that they require
- Cater for financial changes in the future
- Help provide for and ensure a legacy
- Cap the future costs of care liabilities
- Mitigate potential Inheritance Tax risks
- Ensure that care fees can be paid for life

The path ahead



- How will this work and what will it look like?
 - We are defining this now for 2011
- We want your input
 - 3 workshops
 - 2nd November - Haywards Heath, West Sussex
 - 4th November - Guildford, Surrey
 - 8th November - Winchester, Hampshire
- Come and talk to us today

