

SecureCare Price Change on the Horizon at Securian

Pricing on SecureCare, one of the fastest growing Asset-Based LTC products in the market, is going up effective July 18th. This change, while significant, still places SecureCare in the conversation on most Asset-Based LTC sales, particularly with the new, older issue ages for extended premium durations. Read on for the details!

Find out more about these changes from Securian...

- [Formal Announcement from Securian](#)

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Securian Financial is committed to building secure tomorrows by doing the right thing today. To deliver on this promise and in response to the historically low interest rate environment, Securian Financial will implement the following product updates to SecureCare in all Compact states¹ and South Dakota on July 18, 2020. These updates will be implemented in other states as they are approved.

Please note: these changes impact new business only, there are no changes to in-force policies. There is no change to the product structure, contract language, forms, compensation or types of benefits provided.

Pricing Update

Given the extremely low interest rate environment and historic volatility in the markets, increasing premiums is a necessary step to ensure policyholders are protected and to maintain the long-term vitality of the product. The pricing updates were carefully selected to ensure SecureCare remains highly competitive in the linked-benefit space.

For new business only, expect premiums to increase an average of:

- Single-pay: 13.5%
- 5- and 7-pay: 10.5%
- 10- and 15-pay: 7%

Transition Rules

- Monday, July 6, 2020: illustration software will be updated to reflect new pricing.
- Friday, July 17, 2020: applications must be signed, in good order and received by Securian Financial's home office or submitted via eApp by 3 p.m. CT to receive the old rates.
- Saturday, July 18, 2020: SecureCare Universal Life's new pricing and extension of payments to age 80 will be implemented in the Compact states¹ and South Dakota.