THE MEDIA REALITY CHECK:
A Content Analysis of Recent News Coverage of Long-Term Care Insurance

Presented by:
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OBJECTIVE

Evaluate coverage of long-term care insurance in major consumer media by determining:

- Overall accuracy of coverage
  - Misstatements
  - Incomplete information
- Inclusion of basic facts
- Omission of basic facts
Content analysis of articles on long-term care insurance appearing in major media from January 1, 2002 through June 30, 2004

Analysis based on codes organized around three areas:

- Basic facts about long-term care insurance
- Misstatements about long-term care insurance
- Omissions of basic facts about long-term care insurance
Methodology

- Definition of Long-Term Care
- Definition of Long-term Care Insurance
- Qualifications for Long-Term Care Insurance
- Benefits of Long-Term Care Insurance
- Purchase Considerations
- Product Features
- Costs of Long-Term Care Insurance

- Codes developed in consultation with leading industry experts, including experts at MetLife
- Codes refined upon review of articles
- Coding done in “context” of each article to ensure balanced and fair evaluation of content
METHODODOLOGY

Articles identified through "key word" search of Factiva database

- Boolean search string using "‘long term care AND insurance’ OR ‘assisted living AND insurance’ OR ‘nursing home AND insurance’" was basis of search
- 295 articles met initial search criteria
- Search supplemented with review of select publication websites to assure accuracy and completeness

- Each article abstract reviewed for content to ensure relevance to analysis
- 320 articles qualified for full review yielding 114 articles specifically focusing on long-term care insurance
MEDIA SOURCES

- AP Online
- Associated Press Newswires
- Dow Jones Business News
- Dow Jones Newswires
- Reuters News
- Business Week
- Consumer Reports
- Fortune
- Forbes
- Kiplinger’s Personal Finance
- Kiplinger’s Retirement Report
- Modern Maturity (AARP)
- Money Magazine
- Newsweek
- SmartMoney
- Time
- U.S. News & World Report
**Media Sources**

- Arizona Republic
- Atlanta Journal-Constitution
- Boston Globe
- Chicago Sun-Times
- Chicago Tribune
- Cleveland Plain Dealer
- Daily News (N.Y.)
- Dallas Morning News
- Detroit Free Press
- Houston Chronicle
- Los Angeles Times
- Miami Herald
- Minneapolis Star-Tribune
- Newark Star-Ledger
- Newsday (N.Y.)
- New York Post
- New York Times
- Philadelphia Inquirer
- Portland Oregonian
- San Diego Union-Tribune
- San Francisco Chronicle
- Seattle Post-Intelligencer
- St. Petersburg Times
- Wall Street Journal
- Washington Post
- USA Today
Trend over past 3 years shows increasing coverage of long-term care insurance

- 26% increase since 2002
Analysis

- Individuals who need long-term care need help with the Activities of Daily Living (ADLs).
- Long-term care services are delivered in a variety of places such as a nursing home, in your home, an assisted living facility, an adult day care center and a hospice facility.
- Long-term care insurance is one method of providing funds to pay for long-term care services.
- The older you are, the more likely that you will need long-term care.
- The time to plan for long-term care is before you need it.
- Long-term care insurance helps individuals protect their financial assets.
- Long-term care insurance helps provide individuals with dignity and choice to maintain a certain lifestyle.
OVERALL RESULTS

Gaps In Coverage
OVERALL RESULTS
Gaps In Coverage

Over eight in ten (85%) articles have gaps that need to be filled. One or More Errors or Omissions, Misstatement, or Omission of Basic Fact.

15% Contains Errors or Omissions
OVERALL RESULTS

Gaps In Coverage

- Distribution of Errors & Omissions
- Gaps In Coverage of long-term care and long-term care insurance as well as the benefits associated with these products are the most common categories where errors and omissions occurred.
- Define LTC insurance
- Qualifications for LTC
- Costs of LTC
- Product Consideration
- Product Features
- 27%
OVERALL RESULTS

Gaps In Coverage

- Common missed elements & omissions are centered on the need for and benefits of long-term care insurance.
WHAT WE LEARNED
Gaps In Coverage

Most Commonly Reported Gaps in Coverage About Long-Term Care Insurance
WHAT WE LEARNED
Gaps In Coverage

Omissions of basic facts are significantly more prevalent than
the inclusion of misstatements. This compares to 82%
containing basic facts. About Long-Term Care Insurance vs.
Omit Basic Facts
Contains Misstatement
0% 15%
Observations & Conclusions

- Americans need basic information on long-term care insurance that is not commonly reported in articles.
- The definition of long-term care insurance is the focus.
- The benefits long-term care insurance offers are highlighted.

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Americans also need to know:

- The benefits of long-term care insurance are more than just financial and include emotional and lifestyle benefits for themselves as well as their families.
- Acute care insurance will not pay for long-term care needs.
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