

Weekly Insight  
May 18, 2026

# The \$1,000,000 Long-Term Care Problem



## This Week's Focus

Most people skip long-term care planning because they assume they will not need it. Your guidebook calls that the most common mistake. But the cost can be shocking. National reporting describes long-term care as a \$10,000-per-month bill in many markets. And our Kansas planning example is simple: if care runs about \$120,000 per year per person, a couple can burn through \$1,000,000 in a little over 4 years if both need care. This issue of SFL Weekly insights shows what long-term care can cost in Kansas and nearby states, and what a real plan looks like before the decision is forced on your family.

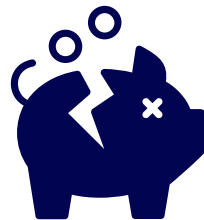
## Content Overview



What LTC is - and why it's not just about nursing homes



What care can actually cost if you were admitted today



How savings can disappear faster than expected



A 5-minute checklist to trigger your next step



# The **\$1,000,000** Long-Term Care Problem

Most skip long-term care planning for one simple reason: “I do not think I will need it.” That belief one of the biggest long-term care mistakes, because the need often shows up “sooner than expected,” and the costs can drain savings fast. **The part most people do not realize until it is too late:** long-term care is not a “nursing home decision.” It is usually a “we need help now” decision. And once the need is urgent, your choices shrink.

## ***The cost most families are not ready for***

In many markets, nursing home care is usually approximated as a \$10,000-per-month bill. That is why your rule of thumb for **Kansas** (about \$120,000 per year per person) is not an exaggeration. It fits the real-world range being reported nationally. And the shock is not limited to one state. Costs vary, but the trend is the same: care is expensive, and it often lasts longer than families expect.

## ***The Real-World numbers***

These state medians help prove the point that \$120,000 per year is very realistic once you are talking about full nursing home care.

- **Missouri:** private room nursing home median about **\$11,558/month** (about **\$138,696/year**)
- **Oklahoma:** private room nursing home median about **\$10,342/month** (about **\$124,104/year**)
- **Texas:** private room nursing home median about **\$11,893/month** (about **\$142,716/year**)

Texas also shows what “low cost” still looks like. One widely shared example still reports about \$7,500/month for a private room in Texas, which is still \$91,168 per year.

## ***The \$1,000,000 problem***

Let us use your simple example, because it lands fast. If care is \$120,000 per year per person, then two people needing care can be about \$240,000 per year. **A \$1,000,000 nest egg can be depleted in a little over 4 years from care costs alone.** That is before normal bills, taxes, and inflation. When costs surpass resources, families scramble, stress rises, and people are forced to compromise on care or spend down faster than expected.

## ***The risk is not only the money***

If you do not have a plan, your family may become the plan. Your guidebook spells this out: without coverage, loved ones may need to step in financially and emotionally, which can strain their own security. And many people tell themselves: “Medicaid will handle it.” Relying on Medicaid as the safety net can limit options and quality, because it is designed as a last-resort program with restrictions.

## ***Why “waiting” is a real risk***

This is the part people miss. Waiting can lead to unaffordable premiums or being uninsurable. The biggest risk with delaying coverage is not the premium increase; it is the door to coverage closing forever.

**Bottom line:** Long-term care planning is not predicting the future. It is protecting your choices if life changes.

# Your *5-Minute* Reality Check

**SFL** Solutions  
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Life

## Step 1: The “Hope vs Plan” Test (circle YES or NO)

1. YES / NO I have a written plan for long-term care costs.
2. YES / NO I could pay \$10,000 per month for care if needed.
3. YES / NO My spouse could still live normally if I needed care.
4. YES / NO My adult children could step in for months or years.
5. YES / NO I know what a nursing home costs in my area.
6. YES / NO I am confident I can qualify for coverage later.
7. YES / NO I am comfortable letting Medicaid dictate my options.

### Score

- 0–2 YES: You do not have a plan yet.
- 3–4 YES: You have parts of a plan, but gaps remain.
- 5+ YES: You are planning. Now verify the numbers.

## Step 2: The \$1,000,000 Couple Math (circle your reality)

Kansas planning example: \$120,000 per person per year

- One person in care: \$120,000 / year
- Two people in care: \$240,000 / year
- $\$1,000,000 \div \$240,000 \approx 4.1$  years

Now write your number:

My estimated nest egg: \$ \_\_\_\_\_

If care costs \$ \_\_\_\_\_ per year, it my egg will pay for \_\_\_\_\_ years.

## Step 3: Pick your “care preference” (so your plan has a purpose)

If I needed help, I would prefer care to happen:

- In my home as long as possible
- Assisted living
- Nursing home
- I do not know

Why this matters: If you do not choose, the situation may choose for you.

## Step 4: Apply this page

If you scored 0–4 YES, or if you cannot write a clear funding plan, this should automatically trigger an appointment.

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## Mistake 1: Delaying Coverage

**Overview:** Waiting too long to get coverage can make premiums unaffordable or leave you uninsurable.

### Reflective Exercise:

- At what age do you plan to secure long-term care coverage?
  - What factors have delayed your decision to purchase coverage?
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### Prompt:

- Write down three reasons you believe it is important to act now rather than later.

### Action Plan:

- Research three long-term care policies and compare premiums based on your current age.
  - Set a deadline for when you will purchase long-term care coverage.
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