



Care Smarter

Homethrive makes caring for a loved one easier and more rewarding by tackling the time, cost, and stress of caregiving with:

You can also share Homethrive with anyone in your Care Circle who helps support your loved one.



24/7 access to personalized caregiving resources like

- Instant product and service recommendations
- Medication tracking
- Educational articles, toolkits, videos, and podcasts



Live assistance from experienced Care Guides who can

- Coach you through challenging situations
- Provide emotional support
- Save you time and energy by handling the research, making phone calls, and helping you tackle everyday tasks

Homethrive helps anyone caring for a loved one due to age, disability, chronic condition, even if that's you!



Alzheimer's & Dementia Support



Disabilities + Chronic Conditions



Veterans and VA Navigation



Medicare Navigation



Hospice/Bereavement



Legal + Financial



Senior Living and In-Home Support

3 Ways to Register

1. Scan the QR code
2. Visit app.homethrive.com
3. Call 844-708-4475 Monday through Friday 8am – 8pm EST for help enrolling.



Homethrive is available at no extra cost with your FlexLife indexed universal life insurance policy. Homethrive is independent of National Life Group.



National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Homethrive is only available on FlexLife policies applied for and issued after 10/25/25. LSW FlexLife form number series 20608(0119)/ICC19-20608(0119) is underwritten by Life Insurance Company of the Southwest.