

SERFF Tracking Number: AEGJ-125820283 State: Arkansas
Filing Company: Transamerica Life Insurance Company State Tracking Number: 40771
Company Tracking Number: LTC STA 0908
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Worksite
Project Name/Number: LTC STA 0908/

Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: Worksite SERFF Tr Num: AEGJ-125820283 State: ArkansasLH
TOI: LTC03I Individual Long Term Care SERFF Status: Closed State Tr Num: 40771
Sub-TOI: LTC03I.001 Qualified Co Tr Num: LTC STA 0908 State Status: Filed-Closed
Filing Type: Advertisement Co Status: Reviewer(s): Marie Bennett
Author: Joan Shumaker Disposition Date: 11/05/2008
Date Submitted: 11/04/2008 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: LTC STA 0908 Status of Filing in Domicile: Not Filed
Project Number: Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments: Advertising filing
not required in domicile state (Iowa).
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 11/05/2008
State Status Changed: 11/05/2008 Deemer Date:
Corresponding Filing Tracking Number: LTC STA 0908
Filing Description:
Please see cover letter in "Supporting Documentation" tab.

Company and Contact

Filing Contact Information

Pamm Davis, Advertising Analyst Trainee pamdavis@aegonusa.com
P.O. Box 93007 (800) 553-7600 [Phone]

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Bedford, TX 76053-3007 (817) 285-3394[FAX]

Filing Company Information

Transamerica Life Insurance Company CoCode: 86231 State of Domicile: Iowa
P O Box 93005 Group Code: 468 Company Type:
Hurst, TX 76053-3005 Group Name: State ID Number:
(800) 553-7600 ext. [Phone] FEIN Number: 39-0989781

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Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation: \$25.00 per item - 1
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company	\$25.00	11/04/2008	23699618

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	11/05/2008	11/05/2008

SERFF Tracking Number: *AEGJ-125820283* *State:* *Arkansas*
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Disposition

Disposition Date: 11/05/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Supporting Document	Cover Letter		Yes
Form	Institutional Brochure		Yes

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Form Schedule

Lead Form Number: LTC STA 0909

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	LTC STA 0908	Advertising	Institutional Brochure	Initial			111LTC STA 0908 filing.pdf

TRANSITIONS BY TRANSAMERICASM

A Plan Designed for a Changing FutureSM

INDIVIDUAL LONG TERM CARE INSURANCE

6 IN 10 employed caregivers report that caregiving forced them to make changes at work.¹

Disruption and absenteeism due to employees' caregiving duties cost U.S. employers up to \$33.6 billion per year nationwide.²

DON'T BE A STATISTIC!

The most common reasons Long Term Care insurance policies are made available to employees are to:

- Help protect the company's investment in its employees.
- Help reduce employee stress, absence from work, and turnover.
- Enhance existing benefit offerings.
- Help employees, their spouses, and other family members meet their needs for financial and insurance protection.
- Help protect productivity by helping employees meet their caregiving responsibilities.
- Help recruit and retain quality employees.

AGENT NAME:

CONTACT INFO.:

LIC #:



¹Care for the Family Caregiver: A Place to Start, National Alliance for Caregiving and Health Plan of New York, 2005.

²Caregiving in America, The Schmieding Center and The International Longevity Center - USA, p.2, 2006.

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Rate Information

Rate data does NOT apply to filing.

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Supporting Document Schedules

Review Status:

Satisfied -Name: Cover Letter

11/04/2008

Comments:

Attachment:

AR LTC STA 0908 filing ltr.pdf



Home Office: Cedar Rapids, Iowa
Long Term Care Division
P O Box 95302
Hurst, Texas 76053-5302
817-285-3530
pamdavis@aegonusa.com

November 4, 2008

Commissioner Julie Benafield Bowman
1200 West Third Street
Little Rock, AR 72201

RE: Long Term Care Advertising
NAIC #: 86231
FEIN #: 39-0989781
Form # / Description: LTC STA 0908 Institutional Brochure

Dear Commissioner Bowman:

Enclosed is the referenced form submitted for your review and approval. This form is not intended to replace any advertising previously approved forms.

This form will be used to solicit policy form TLC 1-FP (AR) 206, et al., which was approved by your department on May 30, 2006.

This institutional advertisement is used with employers regarding allowing us to offer long term care insurance to their employees. It has no product information.

It is our intention to use this form in both paper and electronic form.

We trust that this form will meet with your approval. If you have any questions, please contact me at 800-553-7600, x3530, or pamdavis@aegonusa.com.

Sincerely,

A handwritten signature in cursive script that reads "Pamm Davis".

Pamm Davis
Advertising Analyst Trainee
Long Term Care Division