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Filing Company: Genworth Life Insurance Company State Tracking Number: 41118
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
Project Name/Number: LTC Family Affair Seminar Materials/42125

Filing at a Glance

Company: Genworth Life Insurance Company

Product Name: Long Term Care Insurance

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: GEFA-125948321 State: ArkansasLH

SERFF Status: Closed

Co Tr Num:

Co Status:

Author: Andy Zimmerman

Date Submitted: 12/15/2008

State Tr Num: 41118

State Status: Filed-Closed

Reviewer(s): Marie Bennett

Disposition Date: 12/19/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: LTC Family Affair Seminar Materials

Project Number: 42125

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 12/19/2008

State Status Changed: 12/19/2008

Corresponding Filing Tracking Number:

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Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

This educational seminar presentation will be conducted licensed agents to help educate consumers on the topic of long term care and to generate interest in obtaining further information on Genworth Life Insurance Company's Long Term Care Insurance Policies 7042AR Rev and 7044AR Rev filed and approved on July 10, 2008 by your Department as well as our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department.

Included are materials that will be used to advertise the workshop such as a newspaper print advertisement, postcards and poster. Also included are materials that will be distributed at the workshop (37680 12/04/08, 37681 12/04/08).

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This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

Company and Contact

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Filing Company Information

Genworth Life Insurance Company	CoCode: 70025	State of Domicile: Delaware
6610 W Broad Street	Group Code: 350	Company Type: LifeHealth & Annuity
Richmond, VA 23230	Group Name:	State ID Number:
(804) 281-6600 ext. [Phone]	FEIN Number: 91-6027719	

Filing Fees

Fee Required? Yes
 Fee Amount: \$200.00
 Retaliatory? No
 Fee Explanation: AR filing fee=\$25 per advertisement
 8 advertisements submitted=\$200
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$200.00	12/15/2008	24543015

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	12/19/2008	12/19/2008

SERFF Tracking Number: *GEFA-125948321* *State:* *Arkansas*
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Disposition

Disposition Date: 12/19/2008

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	AR Cover Letter		Yes
Form	LTC Is a Family Affair-Workshop		Yes
Form	LTC Workshop Presentation Print Ad		Yes
Form	LTC Workshop Invitation Postcard		Yes
Form	LTC Workshop Presentation Brochure		Yes
Form	LTC Workshop Presentation Evaluation Form		Yes
Form	Retirement and Protection Strategies Invite		Yes
Form	Retirement and Protection Strategies Invite-No GNW Logo		Yes
Form	LTC Workshop Presentation Poster		Yes

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Form Schedule

Lead Form Number: 42125 10/30/08

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	42125 10/30/08	Advertising	LTC Is a Family Affair-Workshop	Initial		0	42125_10300 8_final (2).pdf
	37676 12/04/08	Advertising	LTC Workshop Presentation Print Ad	Initial		0	37676_12040 8_Filing Standard.pdf
	37677 12/04/08	Advertising	LTC Workshop Invitation Postcard	Initial		0	37677_12040 8_Filing Standard.pdf
	37680 12/04/08	Advertising	LTC Workshop Presentation Brochure	Initial		0	37680_12040 8_Filing Standard.pdf
	37681 12/04/08	Advertising	LTC Workshop Presentation Evaluation Form	Initial		0	37681_12040 8_Filing Standard.pdf
	42130 12/04/08	Advertising	Retirement and Protection Strategies Invite	Initial		0	42130_12040 8_Filing Standard.pdf
	42130nl 12/04/08	Advertising	Retirement and Protection Strategies Invite-No GNW Logo	Initial		0	42130nl_1204 08_Filing Standard.pdf
	NS19928S S 12/04/08	Advertising	LTC Workshop Presentation Poster	Initial		0	NS19928SS_ 120408_Filing Standard.pdf



Genworth[®]
Financial

Long Term Care is a Family Affair

A Presentation on Developing a Long Term Care Strategy

Presented [by/for]:
[Type Your Name Here]

Long term care insurance underwritten by
Genworth Life Insurance Company

42125 10/30/08 © 2007 - 2008 Genworth Financial, Inc. All rights reserved.

INSTRUCTIONS:

- Take a few minutes to tell about yourself, and state that you are a licensed long term care insurance agent appointed with Genworth Life Insurance Company and why you're involved in long term care

SPEAKER'S SCRIPT:

- I appreciate you being here and being open to a discussion about long term care. What I want to do today is speak to you about the consequences that living a long life could have on your best thought out retirement strategy
- Give you insight into what a long term illness can do to a family
- Discuss your options for financing long term care should you need it.
- You see, I will rate this presentation a success if you make an appointment to sit down with your (use appropriate term: agent/financial advisor/Insurance Agent/Representative, etc) and discuss how to build an appropriate financial strategy to help provide for long term care should you need it.
- With that said, let's dive in.

Speakers

[Speakers]

[Background and Credentials]

Insurance and annuity products:

- Are not deposits.
- Are not insured by the FDIC or any other federal government agency.
- May decrease in value.
- Are not guaranteed by the bank or its affiliates.

- DELETE THIS SLIDE IF YOU DO NOT HAVE A GUEST SPEAKER WITH YOU
- We have terrific program today. It includes the following guest speaker(s). We are delighted to have (fill in the guest speaker name name) with us today. (Provide a brief background on the other speakers, their area of knowledge, and when/what they will be presenting.)

Agenda

- **Overview of long term care**
- **Funding options for long term care**
- **What to look for in a long term care policy**
- **Next steps**

You may omit this slide for a shorter presentation

Read Slide [then say, feel free to ask questions through the presentation. It's important that I answer your questions as they arise, so you don't forget them.]

Have you ever known someone

who needed long term care services, either at home or elsewhere?

You may omit this slide for a shorter presentation

- Instructions
- You are an educator. Your role is to educate the consumer on long term care services and the potential impact a long term care event could have on their family and their finances. If possible have a white board or flip chart available to write responses
- Speaker notes:
- I would like you to respond with the first thoughts that come to your mind when I say the next three words. Please say your first thoughts out loud (if you have a place to write continue with: and I will write them on the board.) The words are Long Term Care.
- Instructions
- Write the words on the board or flip chart if you have one. When all the responses are completed continue with these speaker notes:
- Speaker Notes:
- Now that we have captured all your thoughts, collectively what do all these words represent? Yes, they represent the thoughts of the general public of long term care.
- Think about if you needed care today, where would you like to receive care?
- Help me to get to know you better. Have you had an experience with long term care personally, know someone who needed care or have you heard about someone who needed care. (Listen to the responses)

Consider these:

- **If you or your spouse had a major health concern now or in the future, what strategy do you have?**
- **If you needed extended care, where would the money and support come from?**

You may omit this slide for a shorter presentation

Speaker Notes:

- I want you to consider these two questions during this presentation. I don't want you to answer them, just think about them. Read the slide.
- Now don't answer this question, just think about these questions during this seminar.

We're fortunate that we may live a long life.

Consider...

- **If you had all of the time in the world**
 - how would you want to spend it?
 - Enjoying your hobbies?
 - Spending time with your family?
 - Volunteering?

Unfortunately, when we live a long life, we may get sick.

SPEAKER'S SCRIPT:

- Most of us in this room believe we may live a long life. If we really believe this, that we may live a long life; then we should act on that belief. In other words, we should start a game plan as if we will live a long life. The last thing we want to do is out live our resources.
- As a first step... think about those things you love to do in your spare time. (write some of these things on a flip chart or board if available) Now consider what you would love to pursue, what passion you have, if you *only* had free time. In other words, when you retire how will you spend your time? (write these things on the list)
- Have you and your (Insurance Agent/Representative Name) written a strategy identifying what you need to do to achieve these goals? Have you discussed these goals with your family? And how you will achieve these goals?
- To achieve this program and accomplish these goals, you should develop strategies to help ensure you have the financial resources to accomplish the things you want to continue to do. As I said earlier, you probably don't want to out live your financial resources.
- Let me tell you a story. Image you are in your garden (or pick something from the list just created) doing what you *love* to do. And you have a stroke. I know, this may seem dramatic, but it could happen. Fast forward to the day before your last day in the hospital. Your family is around you, everyone is happy you have survived, but concerned about the next steps. The doctor and social worker comes in and talks about care requirements at home. 24 hour care to start, tapering off as improvement continues. Some skilled care initially. The prognosis is a 95% recovery. She asks, "Who will be staying with you to help you in the first stages of your recovery?"
- Do you have an answer? How many in this room are prepared to answer that question?
- Let's think about this question for just a minute. What would you do if you needed long term care.
- There are some questions to consider to help you better understand long term care.

Key long term care questions

- **What is long term care?**
- **When might it be needed?**
- **Where are long term care services provided?**
- **What is your plan should you need long term care?**
- **What effect could long term care have on your family and retirement planning?**
- **What could it cost?**
- **Is long term care insurance right for you?**

- You may omit this slide for a shorter presentation
- Most important is that you get what you need out of this workshop. To better assure that this occurs, it is my goal to be sure you leave here today with information about the following key questions.
- Read the Slide
- *(Presenter Instruction: Pose these questions and pause to allow participants to reflect enough time to reflect on the questions, and how they impact their own personal situation.)*
- These questions relate to the major issues of long term care. Long term care is very specific and personal to each and every one of us. It can affect each of us and our families differently.
- Before we start addressing these areas, what other questions do you have? I'd like to take a minute and write a few of your questions down on the flip chart, and then address them during the most appropriate point of our discussion today.
- *(Presenter instruction: Wait for a few questions from the audience)*
- Thank you for those questions.

What is long term care?

- Long term care can be broadly defined as care provided by another party for the benefit of those who are unable to care for themselves
- It is usually provided for an extended period of time
- Supervision required due to a severe cognitive impairment, such as Alzheimer's disease
- Assistance with Activities of Daily Living

Long term care is personal care assistance.

- Long term care covers a wide range of supportive services provided to those who are not able to care for themselves due to a chronic illness, disability or severe cognitive disorder.
- It is important to realize that long term care is not just an issue that affects older Americans. Everyone is at risk not only of having a family member in need of long term care, but also of needing assistance themselves.
- Accidents and illnesses can happen to anyone, at any age, and they are often without any warning. In fact the younger and more active a person is, wouldn't you agree there is a real risk for injury from accidental causes? These do not have to be life ending occurrences, but could require care for a substantial length of time.

When is long term care needed?

- **Activities of Daily Living**

- Bathing
- Dressing
- Eating
- Toileting
- Transferring
- Continence

- **Cognitive Impairment**

- Memory
- Orientation
- Reasoning

- Read the slide: (*Presenter instruction: Try to include any appropriate responses the audience provided you at the beginning of the presentation*)
- Long term care (LTC) is an area which has the potential to affect each and every one of us if not directly, then indirectly through someone we know, or a member of our family.
- Ask the Audience: What are some of the health issues that could trigger the need for long term care? What was the first thing you did when you woke up this morning?
- While long term care (LTC) can include nursing and some medical care it primarily addresses the help needed with the activities we do every day, like getting out of bed, bathing and dressing. Things that we often take for granted. Most of us take those things for granted today, when we are in good health, but think what would happen if you were in an automobile accident, for example, and unable to bathe or dress yourself, or get in and out of bed. Where would you turn for help?
- Long term care may be needed when you are unable to perform certain activities of daily living due to physical incapacity or you have a severe cognitive impairment. Long term care insurance benefits are typically triggered by severe cognitive impairment or the inability to perform two or more Activities of Daily Living and it is anticipated you will need care for at least 90 days.
- Severe Cognitive impairment refers to diminishing memory, orientation, or reasoning. We see it manifested in conditions such as: Alzheimer's, senility, and memory loss.
- Just as there are levels of activities, there are also levels of care.
- While nursing home care is what immediately comes to mind when we talk about LTC, there are actually three general levels of long term care. The level of care needed is generally determined by the seriousness of the patient's condition and the amount of assistance and supervision that is required.

What are the levels of care?

- **Custodial Care**

- Help with activities of daily living. Often involves non-medical personnel

- **Intermediate Care**

- Occasional nursing and rehabilitative care under supervision of skilled medical personnel

- **Skilled Care**

- Intensive care, constant supervision, and treatment by a skilled health care professional

- Read the slide: (Describe the levels of care - *(Presenter instruction-Cover these points briefly)*)
 - Custodial care is for those who need help with activities of daily living, and often involves non-medical personnel. *(Give an example of the type of condition that would require this level of care.)*
 - Intermediate care is for those who need occasional nursing and rehabilitative care under the supervision of skilled medical personnel. It is less specialized and less comprehensive than skilled nursing care. *(Give an example of the type of condition that would require this level of care.)*
 - Skilled care is for those who need intensive care, constant supervision, and treatment by a skilled health care professional. *(Give an example of the type of condition that would require this level of care.)*

Where is long term care provided?

- **Where you need it**
- **Not just in nursing homes or assisted living facilities**
- **Often in your own home**



- **SPEAKER'S SCRIPT:**
- Long term care is not just for nursing homes. It can occur in a variety of settings. Each situation and each individual is unique causing care needs to change over time.
- Let's revisit our story:
- The care provided to our stroke victim when he/she was released could have been as follows:
 - Assisted Care Facility initially
 - Included Rehabilitation work
 - Some skilled nursing a few days a week
 - Eventually the patient moved home and received unskilled care from family and friends
 - Finally, care was quite minimal, with care and assistance needed with Activities of Daily Living.
- How would you have paid for this spectrum of care? Are you prepared today to execute on this hypothetical situation? Is your family?

Good news and bad news

- **You will probably live a long life**
- **Living longer is not always synonymous with living better**
 - The longer we live, the more likely it is that at some point in our lives, we may need someone to help take care of us
- **Living a long life is more of a reality today**
 - Preparing for a long life is a necessity

You may omit this slide for a shorter presentation

ASK AUDIENCE

- How many believe they will live a long life?
- You probably will lead a long life. Every day we hear about new medical discoveries that treat diseases and conditions that years ago might have been fatal.
- While living a long life is something to hope for, that is not always synonymous with living better. Actually, the longer we live the greater the likelihood that we may one day need someone to help take care of us.
- You should begin to build a strategy to address the question “Who, where and how will care be delivered” should you need care.
- Many of us agreed that we are likely to live a long life. With that long life, may come a decrease in the state of our health and an increase in the likelihood of needing long term care. Why be caught without an answer to the question from our story, when it is so much easier to plan in advance.
- Think about the potential impact to your family. What could happen should you choose not to put a strategy into place for a potential long term care event.
- Let’s go back to our story,
- The question hangs in the air: Who will be providing the 24 hour care that is required initially? Imagine your children are sitting around you. (Or it could be you sitting around your parent’s bedside) Three children, one lives out of state with her family, one is 30 minutes away with a high powered career, one is in state, but just got a promotion to a much more demanding position.
- Who is going to be there to help take care of you? To help your spouse take care of you? Now, the thing to note is this. Your family will probably want to take care of you. They may even set up the rotation, two weeks on, two weeks off. Care will be taken not to interfere with school and work travel schedules. But at what expense?

In other words - What impact could a long term care event have on your strategy and your family?

What are the chances of needing care?

- As people age they may develop a chronic condition or physical or cognitive disability for which they might need assistance.
- More and more Americans recognize the need to save for retirement. But few are aware of the need to protect their retirement savings against the steadily growing costs of long term care. A lifetime of retirement savings can be significantly depleted by an unexpected need for nursing home, assisted living, or at-home care. This happens more often than anyone expects – one in four Americans between ages 65-74 and 62 percent of those over 85 suffer some limitation of activities. The cost for long-term care services – both nursing home stays and care at home-is expensive.¹

¹Long-Term Care Insurance, Protection for Your Future, ACLI, 2007

What is your strategy?

- **Living a long life is a possibility**
- **Planning for it is a necessity**



- You may omit this slide for a shorter presentation
- So if living a long life is a possibility, and in most cases something to be hoped for, then planning for it is certainly a necessity.

Four types of people:

“ There are only four kinds of people in the world:

those who have been caregivers;

those who are currently caregivers;

those who will be caregivers;

and those who will need caregivers.”

**Former First Lady
Rosalynn Carter**

Excerpt from "Helping Yourself Help Others: A Book for Caregivers" with Susan K. Golant

Long Term Care Is A Family Affair

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Omit this slide for a shorter presentation

The sad thing about caregiving, while it is often done out of love, providing long term care rarely brings families together, it may tear them apart because the responsibility is not shared equally.

Not only could long term care and caregiving affect your family, your earnings, your productivity – it could also impact your overall quality of life.

Lets look at Rosalynn Carter’s statement. At some point, we are all going to be impacted by caregiving, in one way, shape or form.

What is the average cost of long term care?

The national average costs are:

– Home Care Providers

- Certified Home Health Aides: \$38 per hour
- Homemaker services: \$18 per hour

– Adult Day Care

- Community Center: \$59 per day

– Assisted Living Facilities

- Private one-bedroom unit: \$3,008 per month or \$36,096 per year
- Some charge a one-time community or entrance fee
 - Range between \$35 and \$118,180
 - National average of \$2,316

– Nursing Homes

- Private room: \$76,285 (\$209 daily national average rate)
- Semi-private room: \$68,255 (\$187 daily national average rate)
- Urban areas are 17% greater than non-urban areas, on average

Source: 2008 Genworth Financial Cost of Care Survey. Conducted by CareScout, 4/2008.

What is the average cost of long term care in (Your State)?

The average costs are:

– [Home Care Providers]

- [Certified Home Health Aide]: [\$XX.XX per hour]
- [Homemaker services]: [\$XX.XX per hour]

– [Adult Day Care Facility]

- [Community Center]: [\$XX.XX per day]

– [Assisted Living Facilities]

- [Private one-bedroom unit]: [\$X,XXX.XX] [per month] or [\$XX,XXX.XX] [per year]

– [Nursing Homes]

- [Private room]: [\$XX,XXX]
- [Semi-private room]: [\$XX,XXX]

Source: 2008 Genworth Financial Cost of Care Survey. Conducted by CareScout, 4/2008.

- You may omit this slide for a shorter presentation
- Note: The brackets on this slide should be completed with the correct costs based on your state's Cost of Care found in the latest Genworth Financial Cost of Care Survey.
- Let's take a look at the average cost of care in (your state name).
- Go through the data on the slide

What about Medical or Disability Income Insurance?

- **Medical Insurance was not designed to pay for long-term care services and does not generally pay for care for custodial (personal) needs care**
- **Disability Income Insurance is designed to help replace a portion of the disabled person's income, in order to pay for expenses such as mortgage, utilities and food. Disability Income Insurance was not designed to pay for long term care services**

- Omit this slide for a shorter presentation
- As you can see medical and disability income insurances weren't designed to cover long term care services.

Long term care is not only about you

It's about you and your family.



Long Term Care Is A Family Affair

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SPEAKER'S NOTES:

- Are you seeing why it is important to talk about the potential of someone in the family requiring long term care? (pause, wait for response)
- That's right, because long term care is not only about you...
- It is about you *and* your family.
- We believe your family will take care of you. Whether you want them to or not. It is what families who love each other, do for each other.
- I am sure some one in this audience has had an experience where a friend, loved one and quite possibly themselves, has had to provide care for someone. Can I see hands of those who have experienced this? (raise your hand. Pause for response. (If no one responds, tell a brief story of your own.)(Read slide.) So long term care is truly a family issue.
 - You might say, “ I don't want my kids to take care of me.” But they probably will because they love you and they worry about you. Simply put, because it is the right thing to do.
 - Or you might say, “ okay, but my spouse will take care of me.” You are right, he or she probably will. But what happens if your caregiver becomes ill?
 - Your children may then be brought back into the picture, because they need to know their parents are safe.
 - Let's not forget that needing care could happen at any time in our lives, not just when we live a long life. We could walk out of this room today and possibly have an event that would result in our needing long term care. It happens every day.... An accident, playing a game, in a car, or even slipping and falling in the shower.
 - Now I ask you, have you thought about a strategy for your own long term care, should you need it?
 - So... If you consider appropriately, your strategy can help your family take care of you. And do it better, and for longer.
 - By having a strategy in place, should the question be posed, you will not be caught unaware, you will be able to recover and get back to those passions you have waited so long to enjoy! (point to flip chart)

Long term care funding options:

Your Family

Out of love and necessity, families help.

The Government

Medicare and Medicaid generally limit your long term care options.

Self-Insure / Your Personal Savings

Jeopardize your goals and may be costly.

Long Term Care Insurance

Transfers some of the risk away from you.
May prevent invasion of principal.

SPEAKER'S SCRIPT:

- There are 4 primary means of handling these costs: your family, the government, your personal savings, and insurance. Lets take the next few pages to look at each of these options.

Family as an option

- **Smaller families living farther apart**
- **Women in the workforce**
- **Inadequate experience in providing care**
- **Physical and emotional demands**
- **Personal dignity**



Long Term Care Is A Family Affair

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- Let's start with your family.
- Your family will certainly help all they can, but putting so much responsibility on their shoulders can create strife as schedules, division of tasks, and finances become compromised and sacrifices are made. If we remember our story, not everyone lived close to the one who needed care. Who gets to take first shift? Who takes a leave of absence? Sure, the care required isn't always so dramatic, but it could be. Isn't it better to be prepared than to be caught without a game plan?
- The question I ask you now is this... How long will your family be able to provide the care? At what cost, not just financially, but emotionally as well? And, in most cases, your family will do what ever it takes. Why? Because they love you and it is the right thing to do.
- Your family will most likely help you. So, we need to find a way to help them do it better and for a longer period of time.
- Any questions? Comments?
- So your family will take care of you to some extent, and most likely at home. Let's see if any of the other funding options will help them do it better and for a longer period of time.
- The growing issue of long term care is being driven in part by societal changes that are contributing to the need for formal long term care services:
- Don't you think that families today have fewer adult children and tend to live farther apart?
- *(Presenter instruction: Wait for a show of hands)*
- Who here has children or immediate family that live out of the area? Out of the state? Out of the country?
- It was common a few decades ago to find three generations living under the same roof, wasn't it?
- There are also some constraints to family care. Even if your family is willing to take on the responsibility, is your family truly in a position to provide you with the quality and level of care that you might need? Do they have the necessary training or experience?
- Can they bear the physical and emotional demands of providing long term care?
- Which family members would you turn to if you needed care? Have you discussed the issue with them? Are they prepared to overcome these constraints?
- *Presenter Note: A personal story here can be very powerful (but NOT a fictional story).*

Who provides “Family” care?

The responsibility for family caregiving is assumed disproportionately by women (72 percent) who are themselves elderly (spouses) or have multiple roles (daughters or daughters-in-law).¹



¹AMA (Public Health) Family caregiving issues, www.ama-assn.org/ama/pub/category/5032.html, October 2008

Long Term Care Is A Family Affair

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- You may omit this slide for a shorter presentation
- Although the caregiving landscape is still dominated by women helping women, the proportion of caregivers who are men is substantial. Nearly 4 in 10 caregivers are men according to the National Alliance for Caregiving and AARP study “Caregiving in the U.S”

Impact of care giving

- **As many as 17 million people, or 51 percent of the 34 million caring for a loved one 50 years or older, are spending on average more than 10 percent of their annual income on caregiving expenses. ¹**
- **Family members who are called upon to provide health care for a loved one at home may do so at the risk of their own health. And, because they often may not have the proper training, they can put their loved one at risk as well.**

¹Marketing and Licensing Agreements; Evercare/NAC Study Reveals That Half of Caregivers Are Spending 10 Percent of Their Income to Care for an Older Loved One." *Healthcare, Finance Tax & Law Weekly*. 12/05/07.

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- Your spouse and your adult children will take care of you because they love you. It is the right thing to do. Is it what you want?
- Along with the impact care giving can take on an individual's personal life is the potential impact on those currently employed outside the home, and on their productivity at work.

Funding options:

Your Family

Out of love and necessity, families help.

The Government

Medicare and Medicaid generally limit your long term care options.

Self-Insure / Your Personal Savings

Jeopardize your goals and may be costly.

Long Term Care Insurance

Transfers some of the risk away from you.
May prevent invasion of principal.

SPEAKER'S SCRIPT:

- There are two government programs. The first is Medicare. Medicare is health insurance, and is primarily designed to cover skilled, not custodial care. This can restrict the amount of home care that is covered because a good portion of home care is custodial.
- Skilled nursing home: Generally, pays for no more than 100 days of care per benefit period only if skilled and/ or rehabilitative services are required. During days 21 through 100, you will be required to have a co pay which changes each year.
- To have long term care covered by Medicare, you would need to have been hospitalized for a minimum of three days, then be released directly to the skilled care facility. In our story, the patient was released to go home. 24 hour care was required, not all of it skilled care. If you need to rely on Medicare you may not have access to a private room, if that is what you prefer. A number of other options may not be available to you. Also, if you needed to be there longer than 20 days, you would need to be prepared to manage your co pay. Could you? These are some things for you to consider when determining if you will rely on this option:
 - How important is your choice of facilities?
 - Can you cover the cost of the co pay and possibly the full cost of the facility should you need to be there longer than 100 days?
 - What if your illness doesn't require you to have the skilled care required for coverage under Medicare? Will you be prepared to cover the complete cost of care? Will your family?
- Assessment? This may not be the best option for you and your family. It may limit your choices and it doesn't help your family provide care for you better and longer. And you most likely won't be able to receive the care where you would prefer to be if you had the choice... at home.

Government: Medicaid

- Medicaid does cover long term care services
- May limit your options
- Requires qualification based on need
 - Level of need is determined by the State



Medicaid may put your financial assets at risk.

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- Medicaid is a federal and state program for those in financial need. It was created for the poor and indigent; *not* for those who have over a minimal level of income and assets. Medicaid pays benefits either immediately, for people meeting federal poverty guidelines, or after after you have “spent down” your own assets to your state’s poverty level. (Be prepared for questions regarding your state’s specific qualifications.)
 - Home care: Pays for primarily skilled or rehabilitative services.
 - Adult day care: Very limited
 - Assisted care facilities: Pays very little
 - Skilled nursing home: pays for custodial as well as skilled and rehabilitative services.
- Most states have a Home & Community Based Program that makes limited funds available to keep people, who would otherwise be in nursing homes, in the community. Services are generally limited and may be accompanied by long waits.
- What is at risk when qualifying for Medicaid:
 - Your assets and generally, your income.
- A critical thing to remember about Medicaid...
 - Even if you take steps to qualify for benefits through Medicaid, the strategy can never protect income. And it may not be wise to consider a transfer of your assets to your family or loved ones, as most states have restrictions against this and may be able to recover the money if a violation of the state’s policy is discovered.
- It can potentially restrict access to preferred location/choice, and the focus on care is primarily institutional rather than at home or in the community.
- And in February (2006), President Bush signed the Deficit Reduction Reconciliation Act of 2005, which makes it more difficult to qualify for Medicaid eligibility. The look-back period for transfer of assets is now 5 years, instead of 3, and starts when an individual becomes eligible for Medicaid. In addition, legislation will deny Medicaid coverage for nursing home care to any applicant with home equity above \$500,000 (\$750,000 in some states). This prohibition would not apply if an individual’s spouse, minor child, or disabled child (regardless of age) lives in the house, and would allow exemptions in the case of hardship.
- NOTE TO AGENT/REPRESENTATIVE/FINANCIAL ADVISOR – Be sure to tell the audience that Medicaid rules may vary by state and to contact their state Medicaid office for more information.

Funding options:

Your Family

Out of love and necessity, families help.

The Government

Medicare and Medicaid generally limit your long term care options.

Self-Insure / Your Personal Savings

Jeopardize your goals and may be costly.

Long Term Care Insurance

Transfers some of the risk away from you.
May prevent invasion of principal.

SPEAKER'S SCRIPT:

- Okay, we've looked at reliance on your family and the government – and neither may be the type of solution that is aligned with your goals. So, let's consider your other options.
- Let's look at using your personal savings. This is often referred to as "self-insuring." Under this scenario, you're acting as your own insurance company because you've assumed all of the risk.
- In this story, you (the patient) goes home and receives skilled care and rehabilitative services. At the end of each month, sometimes at the end of each visit, a bill is prepared. When it arrives, you must write the check. If you are still in the workforce, your pay may be reduced if you are on long term disability. If you have already retired, your income is probably "fixed" and this level of care may be an unexpected addition to expenses.
- Do you know where the money would come from to pay for these expenses if needed? Which account? How about the account you set aside for your children's college fund, or your daughter's wedding? Which of the goals we discussed earlier (refer to notes on flip chart or white board) are you going to forgo because you failed to plan for the "What-If-I-Need-Long Term Care" scenario?
- You must recognize that these decisions may not impact only you... they may impact your family. As you begin to strategy for long term care, please consider your family.
- I can see some of you sitting here thinking, I have plenty of assets saved, it should not be that bad. Let's look at a hypothetical example. Using the costs we discussed a few slides ago.

Self insure/your personal savings

- **Home Care**

- 2008 National Averages*

- Home Health Aide (Includes Medicare certified)

- Hourly average - \$38

- Weekly average – \$750 and yearly average \$39,520 (based on 4 hours of care per day, 5 days a week)

Your Assets Remain at Risk

Source: 2008 Genworth Financial Cost of Care Survey. Conducted by CareScout, 4/2008.

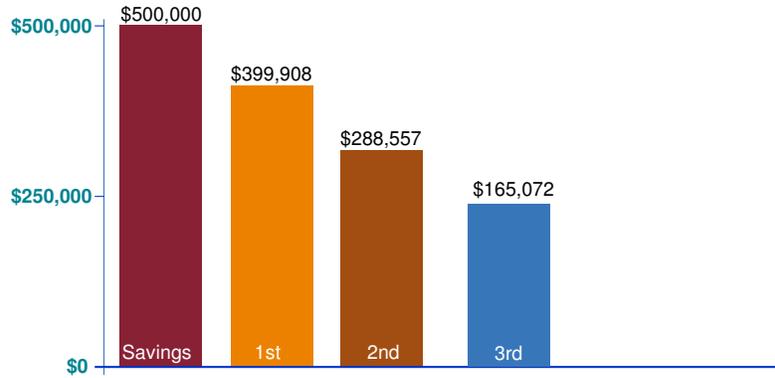
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- The third option is to pay for the expenses of LTC with your own personal assets. But this could be an expensive way to go if you do end up needing care.
- READ SLIDE – explain that hourly rate is average of three types of home care providers: Medicare certified and licensed providers, non-certified but licensed providers, and non-certified and non-licensed providers.

Potential impact of long term care and spouse expenses during a 3-year stay on a \$500,000 portfolio



FOR ILLUSTRATIVE PURPOSES ONLY. Assumptions: \$500,000 savings earning 5% net of expenses, current Long Term Care costs \$76,285 per year in Private Room in a nursing home according to a Genworth Financial 2008 Cost of Care Survey conducted by CareScout, 04/2008, with 5% simple inflation increase annually, spouse requires \$42,850 annual withdrawal w/a 5% simple inflation increase each year. All earnings and withdrawals occur at the beginning of each year. Does not take into account any other additions or subtractions that may occur with this account.

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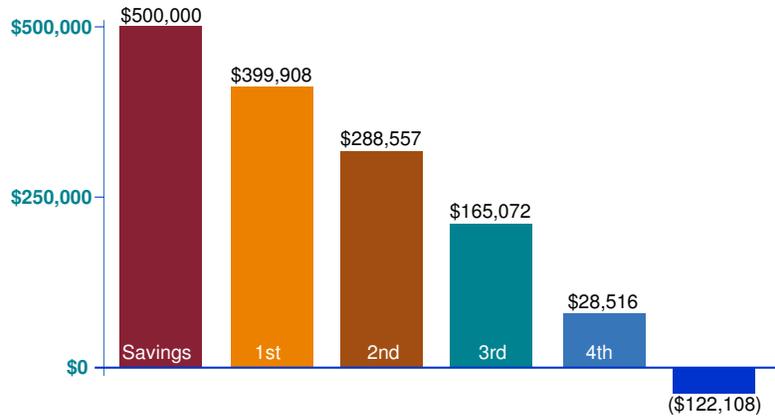
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- You may omit this slide for shorter presentation.
- See how a long term care event can impact your portfolio over 3 years.
- Read Slide
- Now see the impact over 6 years

Potential impact of long term care expenses:

\$500,000 could be depleted in 5 to 6 years.



FOR ILLUSTRATIVE PURPOSES ONLY. Assumptions: \$500,000 savings earning 5% net of expenses, current Long Term Care costs \$76,285 per year in Private Room in a nursing home according to a Genworth Financial 2008 Cost of Care Survey conducted by CareScout, 04/2008, with 5% simple inflation increase annually, spouse requires \$42,850 annual withdrawal w/a 5% simple inflation increase each year. All earnings and withdrawals occur at the beginning of each year. Does not take into account any other additions or subtractions that may occur with this account.

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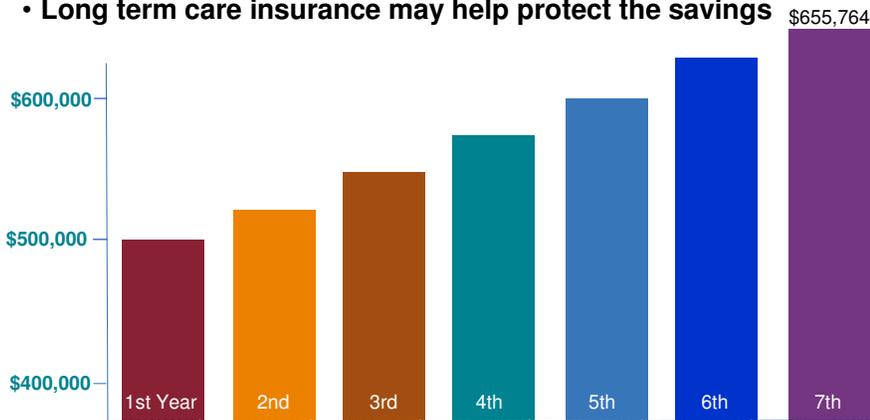
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- You may omit this slide for a shorter presentation
- Read slide

Potential impact of premium on savings:

- Pay long term care insurance premium out of savings
- Long term care insurance may help protect the savings



FOR ILLUSTRATIVE PURPOSES ONLY. Assumptions: \$500,000 savings earning 5%, current Long Term Care insurance premium of \$2,000 deducted annually. Assumes no claims paid and level premiums over the period illustrated, which is not guaranteed. All earnings and withdrawals occur at the beginning of each year. Does not take into account any other additions or deductions that may occur from this account.

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- You may omit this slide for a shorter presentation
- Explain during seminar that even with a long term care insurance premium of \$2,000 per year , there is little impact on their overall portfolio.
- Read slide

Funding options:

Your Family

Out of love and necessity, families help.

The Government

Medicare and Medicaid generally limit your long term care options.

Self-Insure / Your Personal Savings

Jeopardize your goals and may be costly.

Long Term Care Insurance

Transfers some of the risk away from you.
May prevent invasion of principal.

SPEAKER'S SCRIPT:

- As you can see, relying on your personal savings – could be a bigger risk than you may have initially considered. Even if you have a lot of money and you can access it without consequence, the high cost of care may still be a risk that doesn't make sense to assume on your own.
- Of course, the value of insurance is best realized because risk is spread among a large group of people. Insurance spreads the risk among a larger group of people. You can transfer some of your risk to the insurance company instead of taking on the sole responsibility of the risk.
- No one wants to outlive their savings. And, long term care insurance can help ensure you won't. Long term care insurance can help protect your financial assets so that you may be able to attain your retirement plans, realize your goals.
- Long term care insurance may also help your first line of defense – your family- provide the type of care they would prefer to. The loving, supportive care. And it may help them do it **BETTER** and **LONGER** -- without imposing upon or crimping your family's lifestyle.
- *There may be no better way to adequately cover the expense of long term care than with long term care insurance.*
- *Let's look at how a portion of your savings can help protect the balance.*

Long Term Care Insurance:

- Pays for covered custodial and community care.
- Benefits are paid for covered care you receive.
- Helps to protect your financial strategies.

Long term care insurance doesn't replace the need for care – it builds on it, allowing the caregiver to take care of you better and for longer.

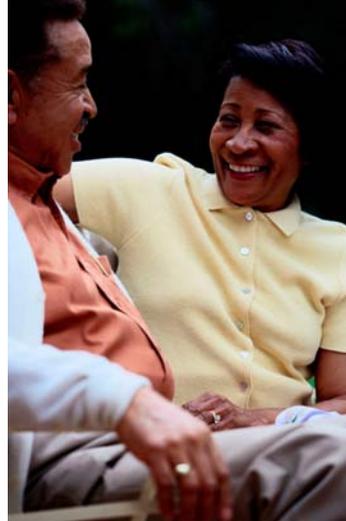
SPEAKER'S SCRIPT:

- Unlike health insurance that only pays for medical expenses, long term care insurance can cover custodial care. Covered benefits are paid for the long term care delivered in the settings we discussed a few minutes ago:
 - At Home
 - For Adult day care
 - At Assisted care facilities
 - At Skilled nursing home facilities
- Long term care insurance can help protect your financial assets.
- Long term care insurance can also help protect the financial strategy you put together for you and your family if you need long term care.
- Long term care insurance can help you and your family realize your goals (refer to white board or flip chart if you have one) by helping to protect your finances and the well-being of your family.
- Long term care insurance doesn't replace the need for care that your family may provide you. But it builds on it, allowing the caregiver to take care of you better and for longer.

Managing life's major risks

- **Most families are insured for life's other major risks**

- Health Insurance
- Home Insurance
- Auto Insurance
- Life Insurance



You may omit this slide for a shorter presentation

- Chances are, you pay premiums to ensure that your car or belongings will be repaired or replaced if they are damaged. Doesn't it may sense to make a similar commitment to your own well-being by purchasing long term care insurance?
- One way to think about long term care is to look at it like any risks you and your family insure against.
- Most families try to protect against life's major risks that can be severe.
- Health Insurance to help protect against short-term medical costs
- Homeowners insurance to help protect against loss of property and personal injury liability.
- Auto insurance to help protect against property loss and personal injury liability
- Life insurance to provide funds for your family
- Ask the Audience:
- Would you let your homeowners insurance policy lapse? Isn't it ironic that one risk we face that has a significant potential to deplete assets accumulated over a lifetime of work remains unprotected?

Key Takeaway

- Most people don't think twice about insuring themselves against other risks. Why not insure for your risk of long term care?

Why do people purchase long term care insurance?

- To help avoid depending on family or friends
- To help maintain options as to how and where to receive care
- To help preserve their future independence
- To help avoid using retirement savings or personal assets to pay for long-term care services

You may omit this slide for a shorter presentation

- Read slide

Questions to ask yourself

- How would this impact your retirement strategy ?
- How long could you afford these costs?
- How would this additional expense affect the estate you wish to leave your children?

You may omit this slide for a shorter presentation

- Read slide

Questions to ask yourself

- **How concerned are you about assuring that you maintain your financial security and independence?**
- **What if both spouses needed care?**
- **How would this affect your family, both emotionally and financially?**

You may omit this slide for a shorter presentation

- Read slide

Transfer some of the risk

- **Have choices of quality care**
- **Help protect assets**
- **Help protect your spouse's and your family's quality of life**

You may omit this slide for a shorter presentation

- The last option to consider is to be properly insured. Just as we do with other risks in our lives, we may have the choice to transfer some of the long term care risk to someone else.
- Long term care insurance is a policy that transfers all or a part of the financial risk you potentially face to pay for long term care for you, the policyholder, to an insurance company.
- Most policies will pay for care wherever it is needed. Your home, a nursing home, an assisted care facility, even adult day care.
- Here is a list of some of the advantages of purchasing long term care insurance.
- Read the Slide:
However...LTCL is not for everyone. We'll talk about that in a few minutes.
- Ask the Audience:
 - Which of these is most important to *you*? Can you think of any other benefits?

Can you afford to pay for long term care services using your retirement savings?

- If so, for how long?
 - Paying for long term care services with retirement savings or personal assets can deplete your resources and jeopardize your enjoyment of your retirement
 - Long term care insurance can help you prepare for future possibilities, and can help protect your retirement savings

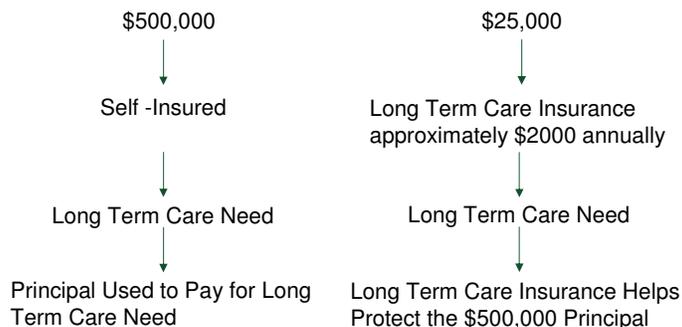
You may omit this slide for a shorter presentation

- We transfer the risk using other insurance frequently. Read slide

Portion of interest on savings

- May help to pay long term care insurance premium
- Long term care insurance helps protect the savings

Liquid Asset Value = \$500,000 X 5% Annual Interest = \$25,000 Annual Earnings on Liquid Asset



FOR ILLUSTRATIVE PURPOSES ONLY. Assumptions: \$500,000 savings earning 5% net of expenses, current Long Term Care Insurance premium of \$2,000. Does not take into account any other additions or any other additions or deductions that may occur from this account. This is an assumption that an individual is using his or her savings to earn interest. Five percent was selected as it is a round number and reflects an earning that might be achieved through a diversified, managed portfolio. It is not intended to indicate that there is any offer being made as part of this presentation that provides a return. All investments come with risks. This example is not intended to imply any guarantee of earnings potential from any one investment or any portfolio. Annual premiums assumes level premiums over the period illustrated, which is not guaranteed.

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- Explain that the client can use the interest they are earning on their principle to pay for lifestyle needs, as well as their long term care insurance premium.
- Explain when the customer is in retirement they do not want to invade principle. Paying for a long term care event can be considered an unintended invasion of principle.

What about my other insurance plans?

- **Medicare is designed to primarily cover skilled, not custodial care**
- **Medical plans are designed to cover medical expenses you may incur**
- **Disability plans are designed to replace income, not cover long term care expenses**

- Generally, Medicare, as we have seen, is designed to primarily cover skilled care, not custodial care. (<http://www.medicare.gov/LongTermCare>, "Paying for Long Term Care.")
- Medical plans are designed to cover medical expenses you may incur.
- Disability plans are designed to replace income, but not to cover long term care expenses.
- And accelerated benefits provided under some life insurance plans will reduce the death benefit. If the goals of your life insurance plan are to provide financial assistance to your loved ones should something happen to you, those goals may not be met if the death benefit dollars are used for long term care expenses.

What about my other insurance plans?

- **Accelerated benefits under a life insurance plan reduce the death benefit**
- **Life and other forms of insurance protect your assets during working years**
- **LTCL helps protect your retirement portfolio so it can execute for the purpose for which it was intended, retirement**

- And accelerated benefits provided under some life insurance plans will reduce the death benefit. If the goals of your life insurance plan are to provide financial assistance to your loved ones should something happen to you, those goals may not be met if the death benefit dollars are used for long term care expenses.
- Life and other forms of insurance protect your assets during working years
- LTCL helps protect your retirement portfolio so it can execute for the purpose for which it was intended, retirement. Otherwise you may have to divert retirement income and eventually invade principal to pay for your care

Is it appropriate for you?

- Do you have assets to protect?
- Do you have plans for your assets?
- Might you someday need care?
- If so, how would you pay for care?
- What if both of you need care?

You may omit this slide for a shorter presentation

- First of all. Long term care insurance is not appropriate for everyone.
- Appropriateness will depend on several variables that may include health status and level of assets owned. An applicant must be able to afford to pay premiums and for care during any elimination period.
- Certain health conditions may disqualify applicants.
- Income and assets below certain levels qualify the truly needy for Medicaid.
- To begin to determine whether an insurance policy is appropriate, you need to answer these questions.
- Read the Slide

What to look for in a long term care insurance policy

Basic Policy Features

Benefit Amount

- Applied as a daily or monthly amount

Elimination Period

- How long is the “deductible?”
- How many choices?

Lifetime Benefit Amount

- Limited or unlimited

Home Care

Policy Exclusions

All policies have

- Be sure to ask about them.

- Most long term care insurance policies have these basic features:
 - The **benefit amount** is the maximum dollar amount a policy will pay for covered care, typically daily or monthly. Before deciding on this, it’s important to know the average cost of care in your area.
 - The **elimination period** is a deductible period, expressed in number of days. If you can pay for your own care expenses for a period of time before long term care insurance benefits start, an extended elimination period will reduce your premium.
 - The **lifetime benefit** is the maximum amount of coverage provided by your policy. Coverage may be limited to a certain number of days, or unlimited so it continues for your lifetime.
 - And since you said **home care** is very important, be sure the policy covers this!
- Be sure to find out what the policy excludes.
- The key to note is this – long term care insurance programs are as individual as you are. There are a few things you need to know to help you build the plan that suits your needs the best. That is why you work with (name of Insurance Agent/Representative) and myself to help. An appropriate long term care insurance policy will help you should you need care. It can help your family help you better and for longer.

Claims Offset – what does this mean?

INFLATION PROTECTION BENEFIT INCREASES No Claims Offset vs. Claims Offset - A Comparison

Assume \$160 Daily Benefit Maximum (payable as of the start of the claim)



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- **You may also want to consider a feature that adds value to a basic policy.**
 - **Inflation Protection.** Does anybody here think that health care costs are going to stay where they are today for the next 10, 20, 30 years or more? *[Pause for audience comment.]* That's why inflation protection can be a crucial part of LTC coverage. Inflation protection allows you to purchase a benefit amount today, at an additional premium, but have it grow in equal amounts or compounded amounts each year. Depending on the policy purchased, long term care insurance policies can calculate the annual inflation protection increases in different ways against the original amount of coverage purchased: with a claims offset against remaining balance as in the gold bar or without taking a claims offset against remaining balance as in the blue bar. This is an often overlooked, but very important policy distinction.
 - Why? Because with no claims offset, a policy in force for 5 years with no claims offset can be worth approximately the same as a policy in force for 6 years with a claims offset. Likewise, a policy in force for 8 years with no claims offset is roughly equivalent to a policy in force for 10 years with claims offset.

Partnership expansion

- **Deficit Reduction Omnibus Reconciliation Act of 2005**
 - Reduces Federal Medicaid spending by approximately \$40 billion over next 5 years
 - Encourages expansion of Long Term Care Partnership programs to new states
 - States can choose to participate
- **Allows consumers to purchase a long term care insurance policy whose benefits must be utilized prior to qualifying for Medicaid**

OPTIONAL SLIDE – USE ONLY IN STATES THAT OPT INTO THE PARTNERSHIP PROGRAM. IN MOST STATES, THE NEW PARTNERSHIP PLANS MAY NOT BE AVAILABLE UNTIL SOMETIME IN 2007. SOME STATES MAY CHOOSE NOT TO PARTICIPATE IN THE PROGRAM.

The Deficit Reduction Omnibus Reconciliation Act Of 2005 was legislation recently passed by Congress which is set to reduce Federal Medicaid spending by approximately \$40 billion over the next five years. A small piece of this legislation encourages the expansion of Long Term Care Partnership programs to new states. Prior to the legislation, only NY, CA, IN and CT offered Partnership plans.

In states that choose to participate, Partnership plans allow consumers to purchase a long term care insurance policy whose benefits must be utilized prior to qualifying for Medicaid.

Partnership plan key components

- **Policies must be tax-qualified**
- **Policies must have certain inflation protection requirements**
 - Ages 0 to 60: Compound inflation required
 - Ages 61 to 75: Some form of inflation required (simple is permitted)
 - Age 76+: No requirements on inflation
- **Dollar-for-dollar Medicaid asset protection**

Plans must meet specified requirements of the NAIC 2000 Long Term Care Insurance Model Regulations and Model Act

- **OPTIONAL SLIDE – USE ONLY IN STATES THAT OPT INTO THE PARTNERSHIP PROGRAM. IN MOST STATES, THE NEW PARTNERSHIP PLANS MAY NOT BE AVAILABLE UNTIL SOMETIME IN 2007. SOME STATES MAY CHOOSE NOT TO PARTICIPATE IN THE PROGRAM.**

Dollar-for-Dollar Asset Protection

- **What does dollar-for-dollar Medicaid asset protection mean?**

- Those seeking to qualify for Medicaid would be permitted to retain assets equal to the dollar amount of long term care insurance benefits received
- This applies even beyond the level of assets otherwise permitted under the state's Medicaid plan

- **Example**

- If you purchase \$250,000 of coverage through a long term care insurance policy, and subsequently receive \$250,000 in benefits, you would receive \$250,000 of asset protection when qualifying for Medicaid

- OPTIONAL SLIDE – USE ONLY IN STATES THAT OPT INTO THE PARTNERSHIP PROGRAM. IN MOST STATES, THE NEW PARTNERSHIP PLANS MAY NOT BE AVAILABLE UNTIL SOMETIME IN 2007. SOME STATES MAY CHOOSE NOT TO PARTICIPATE IN THE PROGRAM.
- Dollar for dollar Medicaid asset protection allows those seeking to qualify for Medicaid to retain assets equal to the dollar amount of LTCI benefits received beyond the level of assets otherwise permitted to be retained under a state's Medicaid plan.
- For example, if an individual purchases a LTCI policy with \$250,000 of coverage, he or she would receive an equal amount – or \$250,000 in this case – of asset protection from Medicaid, after exhausting the LTCI benefits.

Why consider long term care insurance now?

- **Premiums generally higher by age**
- **Risk of uninsurability**
- **Most people understand the need for long term care insurance, but wait too long to begin the application process**

You may omit this slide for a shorter presentation

- Read slide
- I get many questions during my presentations, but the big question is always, when should I do this. My answer is As young as you'll ever be and as healthy as you think you will ever get. Financially speaking, after age 45 there is no advantage to wait because with every 5 years of age your premiums will roughly double no matter the carrier.
- The cost of waiting can not only become a financial burden, but the risk of uninsurability generally increases each year. People's health changes, which often makes them uninsurable.
- Ask the Audience: So when should you buy?
- Six to eight weeks prior to a change in your health. By the way...when will you know when that is?
- As soon as possible, if you can afford it, work with a long term care Insurance Agent/Representative to determine what is the best solution for you.
- If you procrastinate, you might find yourself in one of two categories
- 1) Paying higher premiums
- 2) Uninsurable or unable to get coverage at all
- Accidents and illnesses can happen to anyone at any time. The result may not be life ending, or permanent, but it could result in the loss of available good health discounted rates. Or, you may not be able to get long-term care insurance protection at any price.

Funding premium options

- **Bonds**
- **Mutual Funds**
- **Annuities**
- **IRA Distributions**
- **CDs**
- **Treasury Notes**

You may omit this slide for a shorter presentation

- Read slide

How to evaluate a company

- **Strong financial reserves**
- **History of timely manner of paying claims**
- **\$500 Million in claims**
- **10 - 15 years or more of experience offering LTC Insurance**
- **At least 500,000 policyholders**

You may omit this slide for a shorter presentation

- The next question you might ask is: How do I evaluate a long term care insurance company.
- There are many companies that offer some form of long term care insurance.
- There are certain criteria of a provider which are non-negotiable.
- I recommend the following checklist
- Read slide and stress the importance of each of these items.
 - *(Presenter Instruction: Do not move quickly through these important points. Use this time to build the urgency and value in meeting with a long term care Insurance Agent/Representative)*
 - Financial Reserves: Review independent rating firms to evaluate the overall financial strength of a long term care insurance company.
 - History of Timely manner of paying claims: The claims are often paid on a reimbursement basis.
 - 10 years +: Does the company have a track record specifically related to long term care insurance.
 - At least 500,000 policyholders.

Long Term Care Insurance from **Genworth Life Insurance Company**

A proven, reliable company

- 30+ years in the long term care insurance industry
- Innovative and Experienced leader
- Largest provider of individual long term care insurance¹

¹ LifePlans 2007 Long Term Care Individual and Group Association Top Writers Survey results, based on number of individual policies sold and individual annualized premium in force as of 12/31/07.

SPEAKER'S SCRIPT:

- The Long Term Care Insurance Division of Genworth Life has been offering this type of coverage since 1974 – longer than any other company in the long term care insurance industry today. Not only did they help pioneer the industry, they have continually enhanced their products over the years making them an innovative and experienced leader in the industry.
- They have paid – over \$3.8 billion in claims.¹
- As I said earlier, there may be no better way to help adequately cover the expense of long term care than with long term care insurance. And the more you know about your options, the companies offering insurance, and the insurance itself, the better you're able to confidently make a sound decision.

¹ As of 12/31/07.

Next steps

- **Questions to ask yourself**
 - Am I eligible for this coverage
 - Is this strategy appropriate for my family
 - What does this coverage cost
- **Your [insert the host of seminar's name] can help you answer these questions**
- **Make an appointment with [insert the host of seminar's name] within the next 7 – 9 days**

Read the Slide

- You have heard a lot of good information. Now its up to you to fully utilize it. Realize that the next step you make will be to make a decision to meet with [enter the host of today's presentation] to help you answer these questions. Read the slide
- Meet with someone who can help you. Work with someone who has specialized knowledge in the long term care insurance marketplace. Ask them the questions about the notes you have taken today.
- [If you have friends or associates who would benefit from this workshop, please let us know. We would be happy to invite them to a future workshop.]

Plan today and help secure your future!

- If you don't do it for yourself, do it for your family.
- Help protect your financial assets.
- Help protect your family's goals.

You may omit this slide for a shorter presentation

SPEAKER'S SCRIPT:

- That is the end of our discussion. You see, it is so vital for you to know that you need to develop a strategy now, instead of waiting for something to happen. If you wait until the doctor asks you or your family "How and where will your care be delivered and who will be paying?" it will be too late. Wouldn't you rather be able to answer that "we have put together a strategy for this, and that we know what our options are and how we will execute a plan of care?"
- And please, don't forget the impact that long term care could have on your family. If you don't yet see the value in having a conversation with (name of Insurance Agent/Representative) about developing a strategy for long term care, then at least consider what a strategy could do to help your family. If you don't do it for yourself, do it for them.
- If you believe that now is the time to develop a strategy, then I want you to raise your hand. (Pause). All of you with your hand raised, I expect you to make an appointment to speak to (name of Insurance Agent/Representative) today. She/he will be able to review your specific situation and determine how to best strategy for a long term care event. Should that strategy include long term care insurance, I can be available to help the two of you design the best program for you. In fact, she/he and I feel this is so important that we have already blocked off a day this week and a day next week to sit down and speak with you. Developing a strategy for a long term care event is better than the alternative.
- Through developing a strategy, you could be able to achieve those goals we talked about. And because of the strategy, you and your family may realize them.
- Come up and make the appointment now.
- Thank you.

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alzheimer's  association®

the compassion to care, the leadership to conquer

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You may omit this slide for a shorter presentation

Complete details of the benefits, cost, limitations and exclusions will be provided to you by a licensed insurance agent.

Policy Form Series: 7042, 7042 Rev, 7044, 7044 Rev, 7048. (In Idaho, 7042ID Rev, 7044ID Rev, 7048ID; In North Carolina, 7042NC, 7044NC; In Oklahoma, 7042OK Rev, 7044OK Rev, 7048OK; In Washington, 7042WA, 7044WA, 7048WA). Not all policies are available in all states.

- Review slide



IS YOUR SOLUTION FOR LONG TERM CARE TO NOT NEED IT?

But what if you do need long term care services?

You need to put a strategy in place to

- help your family and friends support your care needs longer
- help protect your financial assets

If you aren't sure where to begin, attend this seminar to learn what you can do to help protect your family and to help pay for long term care services.

Don't wait until the day you need help. Reserve your place today.

Seating is limited. Call now!

[**Day, Date, Time**

Location

Address of Location

City, State

R.S.V.P. by calling 000 000.0000

**Hosted by Name,
Title**

Company Name]



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Financial

Long Term Care Insurance underwritten by
Genworth Life Insurance Company

Policy Form Series: 7042, 7042 Rev, 7044, 7044 Rev, 7048, 7042FL, 7044FL, 7042ID Rev, 7044ID Rev, 7048ID, 7042NC, 7044NC, 7042OK Rev, 7044OK Rev, 7048OK, 7042TX, 7044TX, 7042WA, 7044WA, 7048WA. Complete details about the benefits, costs, limitations and exclusions of this valuable long term care insurance policy will be provided. ©2006-2008 Genworth Financial, Inc. All rights reserved. Genworth, Genworth Financial and the Genworth logo are registered service marks of Genworth Financial, Inc.

ARE YOU READY FOR TOMORROW?

Do you have a strategy in place should you need long term care services in the next 24 hours?

If you do, and it is more than “My family will take care of me” then pass this card to a friend.

If not, then both you, your family and your friend are cordially invited to a seminar to help you begin thinking and talking about the impact a long term care event may have on your family and finances.

Don't wait until tomorrow, start now.

Seating is limited. Call today!

**[Day, Date
Time**

**Location
Address of Location**

R.S.V.P. by calling 000 000.0000

**Hosted by Name, Title
Company Name]**

Policy Form Series: 7042, 7042 Rev, 7044, 7044 Rev, 7048, 7042FL, 7044FL, 7042ID Rev, 7044ID Rev, 7048ID, 7042NC, 7044NC, 7042OK Rev, 7044OK Rev, 7048OK, 7042TX, 7044TX, 7042WA, 7044WA, 7048WA. Not all policies available in all states. Complete details about the benefits, costs, limitations and exclusions of this valuable long term care insurance policy will be provided.

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LONG TERM CARE IS A FAMILY AFFAIR

**LONG TERM CARE PLANNING SEMINAR
PRESENTATION OVERVIEW AND NOTES**

Underwritten by
Genworth Life Insurance Company

ARE YOU PREPARING TO LIVE A LONG LIFE?

*Four types of people:
“There are only
four kinds of people
in the world:
those who have
been caregivers;
those who are
currently caregivers;
those who will
be caregivers;
and those who will
need caregivers.”
— Former First Lady
Rosalynn Carter*

These days, we’re all living longer. And as we age, it’s likely the chance of needing help with everyday physical activities increases. Preparing for long term care just makes sense.

LONG TERM CARE IS NOT JUST ABOUT YOU. IT’S ABOUT YOU AND YOUR FAMILY.

The impact of needing care affects family members and retirement goals. While everyone is usually willing to help all they can, over time the strain and cost can be overwhelming.

And, the difficulties may be magnified as the costs quickly add up. Savings and assets are often used to pay for the care. Paying the cost out of pocket may have other costs associated with it, such as early withdrawal fees, taxes, and more. Prior planning around your funding options can help.

COST OF CARE

By knowing the cost of care you can better determine the amount of long term care insurance coverage you should have. Costs can vary greatly by state and localities within states. Rural areas tend to be less expensive than larger cities. Also consider that where you live today may not be where you retire or where you may eventually want to receive care.

Local Cost of Care: \$_____

FUNDING OPTIONS

Your Family	The Government	Self-Insure/Your Personal Savings	Long Term Care Insurance
Out of love and necessity, families help.	Medicare and Medicaid generally limit your options.	Can jeopardize your goals and may be costly.	Transfers some of the risk away from you. May prevent an unintended invasion of principal.

Long term care impacts family and retirement plans.

NOTHING IS LIKELY TO ADEQUATELY PAY FOR CARE, EXCEPT LONG TERM CARE INSURANCE.

Long term care insurance:

- Pays for covered custodial and community care, home care, adult day care, care received in assisted care facilities, and in nursing homes.
- Helps to protect your financial strategies.

Long term care insurance doesn’t replace the need for care from family members — it builds on it, allowing the caregiver to take care of you better and longer.

Insurance and annuity products:

- Are not deposits.
- Are not insured by the FDIC or any other federal government agency.
- May decrease in value.
- Are not guaranteed by the bank or its affiliates.

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alzheimer's  association®

the compassion to care, the leadership to conquer

Long Term Care Insurance is underwritten
by Genworth Life Insurance Company
Long Term Care Insurance Division
6620 West Broad Street, Building 4
Richmond, VA 23230

Genworth Life Insurance Company
is a Genworth Financial company.

Policy form series: 7042, 7042 Rev, 7044, 7044 Rev, 7048. (In Florida, 7042FL, 7044FL; In Idaho, 7042ID Rev, 7044ID Rev, 7048ID; In North Carolina, 7042NC, 7044NC; In Oklahoma, 7042OK Rev, 7044OK Rev, 7048OK; In Texas, 7042TX, 7044TX; In Washington, 7042WA, 7044WA, 7048WA). Not all policies are available in all states. Complete details about the benefits, costs, limitations and exclusions of this valuable long term care insurance policy will be provided.

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SEMINAR EVALUATION

Your Name

Speaker

Date

Thank you!

Thank you for attending today's presentation. I hope I answered your questions and provided information you can use in deciding what's best for you and your family.

Would you like more information?

Check this box if you would like to meet to discuss your specific desires and situation.

I will call you to set up a time that is convenient for you.

(_____)

Your phone number

Best time to call

_____/_____/_____
Date of birth

Please provide your feedback to help improve future presentations.

The length of the seminar was:

Just right Too long Too short

The presentation ... (check all that apply)

Was very informative Informative Somewhat informative
 Not informative Exceeded my expectations
 Met my expectations Did not meet my expectations

The presenter was:

Excellent Very good Good Fair Poor

Based on what I've learned today, I would consider purchasing a policy:

Now Next week Next month Next year _____

continued

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Long Term Care Insurance offered by **Genworth Life Insurance Company**

Insurance and annuity products:

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- Are not guaranteed by the bank or its affiliates.

37681 12/04/08

Please provide any additional comments or questions here:

Share What You've Learned!

Which friends, family, neighbors, and organizations would benefit most from hearing what you've heard today?

Name
()

Phone No.

Relationship / Organization

Name
()

Phone No.

Relationship / Organization

Name
()

Phone No.

Relationship / Organization

Name
()

Phone No.

Relationship / Organization



Policy Form Series: 7042, 7042Rev, 7044, 7044Rev, 7048. (In Florida, 7042FL, 7044FL; In Idaho, 7042IDRev, 7044IDRev, 7048ID; In North Carolina, 7042NC, 7044NC; In Oklahoma, 7042OKRev, 7044OKRev, 7048OK; In Texas, 7042TX, 7044TX; In Washington, 7042WA, 7044WA, 7048WA). Not all policies available in all states. Complete details of the benefits, cost, limitations, and exclusions, of this valuable long term care insurance policy will be provided.

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The Genworth Financial companies and their representatives and distributors do not provide tax or legal advice. You should ask your independent tax and legal advisors for advice based on your particular situation. Long term care insurance is underwritten by Genworth Life Insurance Company. Complete details about the benefits, costs, limitations and exclusions of this valuable long term care insurance policy will be provided.

Policy Form Series: 7042, 7042 Rev, 7044, 7044 Rev, 7048. (In Idaho, 7042ID Rev, 7044ID Rev, 7048ID; In North Carolina, 7042NC, 7044NC; In Oklahoma, 7042OK Rev, 7044OK Rev, 7048OK; In Florida, 7042FL, 7044FL; In Texas, 7042TX, 7044TX; In Washington, 7042WA, 7044WA, 7048WA). Not all policies are available in all states.

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You are cordially invited to attend a seminar on:

RETIREMENT AND PROTECTION STRATEGIES

Long Term Care Insurance underwritten
by Genworth Life Insurance Company

Join us.

[Day of Week, Month, Day, Year, Time]

[Location Name]

[Location Address 1]

[Location Address2]

Featured Speakers:

[Speaker 1 Name]

[Speaker 2 Name]

[Title]

[Title]

[Company Name]

[Company Name]

[Topic]

[Topic]

[Speaker 3]

[Speaker 4 Name]

[Title]

[Title]

[Company Name]

[Company Name]

[Topic]

[Topic]

Presented to you by:

[Agent/Producer/Representative/Broker Name]

of [Company name]

[included multiple hosted by where applicable]

[For reservations, please call XXX XXX.XXXX

or email xxxxxxxxxxxx@xxxxxxxxxx.xxx]

The Genworth Financial companies and their representatives and distributors do not provide tax or legal advice. You should ask your independent tax and legal advisors for advice based on your particular situation.

Long term care insurance is underwritten by Genworth Life Insurance Company. Complete details about the benefits, costs, limitations and exclusions of this valuable long term care insurance policy will be provided.

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*You are cordially invited to attend a seminar on:
Retirement and Protection Strategies*



[Logo(s) for sponsors]

Join us.

[Day of Week, Month, Day, Year, Time]

[Location Name]

[Location Address 1]

[Location Address2]

Featured Speakers:

[Speaker 1 Name]

[Speaker 2 Name]

[Title]

[Title]

[Company Name]

[Company Name]

[Topic]

[Topic]

[Speaker 3]

[Speaker 4 Name]

[Title]

[Title]

[Company Name]

[Company Name]

[Topic]

[Topic]

Presented to you by:

[Agent/Producer/Representative/Broker Name]

of [Company name]

[included multiple hosted by where applicable]

[For reservations, please call XXX XXX.XXXX

or email xxxxxxxxxxxx@xxxxxxxxxx.xxx]



LONG TERM CARE INSURANCE MAY HELP YOU PLAN FOR:

- **Care: if and when you need it**
- **Care in your home (instead of a nursing home)**
- **Protecting your family**
- **Conserving retirement assets**
- **Maintaining control of your life**

IT MAY HELP MORE THAN YOU THINK.

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Genworth Life
Insurance Company*

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Come to a workshop to learn more about how Long Term Care is a Family Affair.

Date: _____

Place: _____

Time: _____

Policy Form Series: 7042, 7042 Rev, 7044, 7044 Rev, 7048, 7042FL, 7044FL 7042ID Rev, 7044ID Rev, 7048ID, 7042NC, 7044NC, 7042OK Rev, 7044OK Rev, 7048OK, 7042TX, 7044TX, 7042WA, 7044WA, 7048WA. Not all policies are available in all states. Complete details about the benefits, costs, limitations, and exclusions of these valuable long term care insurance policies will be provided by Genworth Life Insurance Company.

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SERFF Tracking Number: *GEFA-125948321* *State:* *Arkansas*
Filing Company: *Genworth Life Insurance Company* *State Tracking Number:* *41118*
Company Tracking Number:
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Insurance*
Project Name/Number: *LTC Family Affair Seminar Materials/42125*

Rate Information

Rate data does NOT apply to filing.

SERFF Tracking Number: GEFA-125948321 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 41118
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
Project Name/Number: LTC Family Affair Seminar Materials/42125

Supporting Document Schedules

Review Status:

Satisfied -Name: AR Cover Letter

12/15/2008

Comments:

Attachment:

AR Cover Letter 42125 et al.pdf



Long Term Care Insurance

6620 West Broad Street Building 4
Richmond, VA 23230

December 15, 2008

Arkansas Department of Insurance
1200 West Third Street
Little Rock, Arkansas 72204

ATTN: Mr. John Shields

Re: **ADVERTISING FILING ACCIDENT AND HEALTH INSURANCE
GENWORTH LIFE INSURANCE COMPANY NAIC# 70025**

Invitation to Inquire Advertising Materials

42125 10/30/08	LTC is a Family Affair-Seminar
37676 12/04/08	LTC Seminar Presentation Invitation Print Ad
37677 12/04/08	LTC Seminar Presentation Invitation Postcard
37680 12/04/08	LTC Seminar Presentation Brochure
37681 12/04/08	LTC Seminar Presentation Evaluation Form
42130 12/04/08	Retirement and Protection Strategies Invite
42130nl 12/04/08	Retirement and Protection Strategies Invite- No GNW Logo
NS19928SS 12/04/08	LTC Seminar Presentation Poster

Dear Mr. Shields:

On behalf of Genworth Life Insurance Company, I submit for your review and approval duplicate copies of the above referenced advertising material intended for use in the state of Arkansas. The filing fee of \$200 is being transmitted via EFT on the SERFF filing system.

This educational seminar presentation will be conducted licensed agents to help educate consumers on the topic of long term care and to generate interest in obtaining further information on Genworth Life Insurance Company's Long Term Care Insurance Policies 7042AR Rev and 7044AR Rev filed and approved on July 10, 2008 by your Department as well as our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department.

Included are materials that will be used to advertise the workshop such as a newspaper print advertisement, postcards and poster. Also included are materials that will be distributed at the workshop (37680 12/04/08, 37681 12/04/08).

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.



If you should have any questions, please call me at our toll free phone number, 1-800-284-5568, extension 3949, fax me at 804-281-6334 or e-mail me at Andy.Zimmerman@genworth.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Andy A. Zimmerman". The signature is fluid and cursive, with a large loop at the end.

Andrew A. Zimmerman
Genworth Life Insurance Company
Advertising Review Analyst
Compliance/Advertising Review
Andy.Zimmerman@genworth.com

Attachments