

SERFF Tracking Number: NWST-125741266 State: Arkansas
Filing Company: Northwestern Long-Term Care Insurance State Tracking Number: 39685
Company
Company Tracking Number: 90-2394-01 LTC (0708)
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: 90-2394-01 LTC (0708)
Project Name/Number: 90-2394-01 LTC (0708)/90-2394-01 LTC (0708)

Filing at a Glance

Company: Northwestern Long-Term Care Insurance Company

Product Name: 90-2394-01 LTC (0708)

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: NWST-125741266 State: ArkansasLH

SERFF Status: Closed

State Tr Num: 39685

Co Tr Num: 90-2394-01 LTC (0708) State Status: Filed-Closed

Co Status:

Reviewer(s): Harris Shearer

Authors: Addie Croeker, Jason

Disposition Date: 07/21/2008

Gross

Date Submitted: 07/21/2008

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: 90-2394-01 LTC (0708)

Project Number: 90-2394-01 LTC (0708)

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 07/21/2008

State Status Changed: 07/21/2008

Corresponding Filing Tracking Number: 90-2394-01 LTC (0708)

Filing Description:

We are submitting the form 90-2394-01 LTC (0708) and 90-2394 LTC (0708) for your review and, if necessary, your approval, as advertising material for the Long Term Care Policy and related forms which have been approved in your state.

The video scripts referenced above will be used by our agents.

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

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If you should have any questions regarding the enclosed forms, you may call me at (414) 665-4549 or you can e-mail me at jasongross@northwesternmutual.com. On e-mails that are sent, please copy Tiffiney Durham at tiffineydurham@northwesternmutual.com.

Sincerely,

Jason Gross
Product Compliance Specialist

Company and Contact

Filing Contact Information

Jason Gross, Product Compliance Specialist jasongross@northwesternmutual.com
720 E. Wisconsin Ave. (414) 665-4549 [Phone]
Milwaukee, WI 53202 (414) 665-5006[FAX]

Filing Company Information

Northwestern Long-Term Care Insurance CoCode: 69000 State of Domicile: Wisconsin
Company
720 East Wisconsin Avenue Group Code: 860 Company Type: Long Term Care
Rm S845
Milwaukee, WI 53202 Group Name: State ID Number:
(414) 665-4224 ext. [Phone] FEIN Number: 36-2258318

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: \$50.00 per form
Per Company: No

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| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|--|---------|----------------|---------------|
| Northwestern Long-Term Care Insurance Company | \$50.00 | 07/21/2008 | 21512476 |

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Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------------|---------------------|------------|----------------|
| Filed-Closed | Rosalind Minor (FM) | 07/21/2008 | 07/21/2008 |

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Disposition

Disposition Date: 07/21/2008

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: 90-2394-01 LTC (0708)

| Review Status | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|---------------|-----------------------|-------------------|-------------------------------|--------|----------------------|-------------|---------------------------|
| Filed-Closed | 90-2394-01 LTC (0708) | Advertising Video | LTC SpecialistInitial Scripts | | | 0 | 90-2394-01 LTC (0708).pdf |
| Filed-Closed | 90-2394 LTC (0708) | Advertising Video | LTC SpecialistInitial Scripts | | | 0 | 90-2394 LTC (0708).pdf |

Northwestern Long Term Care Insurance Company

Hi,

No one expects to need long-term care – yet sometimes, the unexpected simply happens. How can you help ensure that you'll receive the care and attention you need without sacrificing your family's financial well being?

Long-term care insurance may help provide protection: coverage that can help you retain your independence, whether you receive care at home or in a facility.

Perhaps there are reasons you haven't prepared for the possibility of needing long-term care, but now may be a good time for you to do some planning.

As a long-term care specialist, I'm here to address your questions about this important type of protection. I can also show you the quality and value of a long-term care insurance policy from Northwestern Long Term Care Insurance Company. To learn more, contact me. Together, we can design a long-term care policy that fits *your* specific needs and budget.

Video text overlay:

Long-term care specialists are licensed insurance agents of the Northwestern Long Term Care Insurance Company. This material is produced for the marketing and solicitation of insurance. Policy form: RS.LTC.(0708) and RS.LTC.ML.(0708) contain exclusions and limitations. Policy form RS.LTC.ML.(0708) is only available in New Jersey, New York, and Pennsylvania. Northwestern Long Term Care Insurance Company (NLTC), Milwaukee, WI. NLTC is a subsidiary of The Northwestern Mutual Life Insurance Company, Milwaukee, WI.

Northwestern Long Term Care Insurance Company

Hi,

You work hard for what you have. It makes sense you'd want to protect that lifestyle – especially if someday you required extended care as a result of an accident, illness or chronic condition.

Long-term care insurance may help provide affordable coverage for the services you need – whether at home or in a facility.

Perhaps there are reasons you haven't prepared for the possibility of needing long-term care, but planning for it might be easier than you think.

As a long-term care specialist, I'm here to address your questions. I can also show you the quality and value of a long-term care insurance policy from Northwestern Long Term Care Insurance Company. To learn more, contact me. Together, we can design a long-term care insurance policy that fits *your* specific needs and budget.

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