

SERFF Tracking Number: GEFA-125977017 State: Arkansas  
Filing Company: Genworth Life Insurance Company State Tracking Number: 41269  
Company Tracking Number:  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: Long Term Care Insurance  
Project Name/Number: Privileged Care Coordination Brochure/82238 11/20/08

## 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-125977017 State: ArkansasLH

SERFF Status: Closed

Co Tr Num:

Co Status:

Author: Andy Zimmerman

Date Submitted: 01/07/2009

State Tr Num: 41269

State Status: Filed-Closed

Reviewer(s): Marie Bennett

Disposition Date: 01/07/2009

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

## General Information

Project Name: Privileged Care Coordination Brochure

Project Number: 82238 11/20/08

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 01/07/2009

State Status Changed: 01/07/2009

Corresponding Filing Tracking Number:

Filing Description:

This advertising material will be used by licensed agents from our career and broker channels at point of sale, and presented in conjunction with the Outline of Coverage to generate interest in 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.

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

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 Project Name/Number: Privileged Care Coordination Brochure/82238 11/20/08

## Company and Contact

### Filing Contact Information

Andy Zimmerman, Advertising Review Analyst andy.zimmerman@genworth.com  
 6620 W. Broad Street (804) 484-3949 [Phone]  
 Richmond, VA 23230-1700 (804) 281-6334[FAX]

### 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  
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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$25.00  
 Retaliatory? No  
 Fee Explanation: Arkansas advertising filing fee=\$25 per advertisement  
 one advertisement submitted=\$25  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$25.00	01/07/2009	24859695

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	01/07/2009	01/07/2009

### Amendments

Item	Schedule	Created By	Created On	Date Submitted
Privileged Care Coordination Brochure AR Cover Letter	Form	Andy Zimmerman	01/07/2009	01/07/2009
	Supporting Document	Andy Zimmerman	01/07/2009	01/07/2009

*SERFF Tracking Number:*      *GEFA-125977017*                      *State:*                      *Arkansas*  
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*Product Name:*              *Long Term Care Insurance*  
*Project Name/Number:*      *Privileged Care Coordination Brochure/82238 11/20/08*

## **Disposition**

Disposition Date: 01/07/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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 Project Name/Number: Privileged Care Coordination Brochure/82238 11/20/08

<b>Item Type</b>	<b>Item Name</b>	<b>Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	AR Cover Letter		Yes
<b>Supporting Document</b>	AR Cover Letter		Yes
<b>Form (revised)</b>	Privileged Care Coordination Brochure		Yes
<b>Form</b>	Privileged Care Coordination Brochure		Yes

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**Amendment Letter**

Amendment Date:  
 Submitted Date: 01/07/2009

**Comments:**

Please find corrected Cover Letter and Brochure. There was a typographical error in the form number's edition date.

**Changed Items:**

**Form Schedule Item Changes:**

**Form Schedule Item Changes:**

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
82238 11/06/08	Advertising	Privileged Care Coordination Brochure	Initial				0	82238_11060 8_review.pdf

**Supporting Document Schedule Item Changes:**

**User Added -Name: AR Cover Letter**

Comment:  
 AR Cover Letter 82238 110608 Corrected.pdf

SERFF Tracking Number: GEFA-125977017 State: Arkansas  
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## Form Schedule

**Lead Form Number:** 82238 11/20/08

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	82238 11/06/08	Advertising	Privileged Care Coordination Brochure	Initial		0	82238_11060 8_review.pdf

**Privileged Care Coordinators are not involved in making any claims decisions, nor are they care providers.**

### **Can I choose my own care providers?**

You always choose your own caregivers, as long as the care they provide is included in your Plan of Care. Generally, while family members cannot be compensated for care they give, they can provide informal care.

### **How does Privileged Care Coordination benefit me?**

Privileged Care Coordination provides guidance and assistance during a stressful time, with a local professional to help counsel families and ease the burden.

We help you get the long term care and services necessary to live safely and independently in your own home—maximizing your potential for recovery and increased independence.

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**alzheimer's association®**

the compassion to care, the leadership to conquer



Genworth Life Insurance Company  
Long Term Care Insurance Division  
6620 West Broad Street - Building 4  
Richmond, VA 23230  
genworth.com

#### **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.

**This is a solicitation of insurance.** Privileged Care Coordination is provided under long term care insurance policy form series 7042, 7042Rev, 7044, 7044Rev, 7048, (7042IDRev, 7044IDRev, 7048ID in Idaho; 7042OKRev & 7044OKREV in Oklahoma; 7042VT & 7044VT in Vermont; and 7042WA, 7044WA and 7048WA in Washington), 7035AXRev and 7037CRev2. Not all policies are available in all states. Details about the benefits, costs, limitations and exclusions of this valuable long term care insurance policy are contained in the Outline of Coverage, which will be provided to you by Genworth Life Insurance Company.

Alzheimer's Association and Genworth Financial, Inc. have entered into a strategic relationship that permits Genworth's use of the Association's trademarks and/or logos. The use of the Alzheimer's Association logo does not constitute an endorsement of the Company's products and services.



## **HELP WHEN YOU NEED IT**

### **PRIVILEGED CARE COORDINATION**

Long term care insurance  
underwritten by Genworth Life  
Insurance Company

This service is provided to policyholders at no additional cost, to help them stay home if long term care is needed.

### How care coordination helps you.

At Genworth Life Insurance Company (Genworth Life), we know how hard it can be when you or someone you love needs long term care at home. Finding quality care and supportive services, without burdening family and friends, can be difficult.

### What is Privileged Care Coordination?

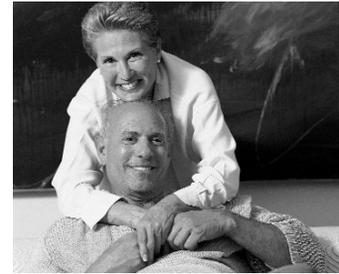
Privileged Care Coordination is a service provided in our long term care insurance policies. If you choose to use this service, a local health care professional will assess your long term care needs and help you find quality care and support services.

With Privileged Care Coordination you can schedule and coordinate necessary home care to help you maintain your independence and live comfortably in your own home. Privileged Care Coordination is provided to policyholders at no additional cost, without reducing the policy's Lifetime Maximum.

**With Privileged Care Coordination, you can choose how you receive care. If appropriate, you can stay at home and maintain your independence for as long as possible.**

### How does care coordination work?

When the need for care arises, Privileged Care Coordination can help substantially reduce the uncertainty of identifying and selecting appropriate care services and providers.



**The care providers you use can be independent; they do not have to be affiliated with a home health care agency. For unskilled services, even your friends and neighbors can provide some care.**

### Who are our Privileged Care Coordinators?

Privileged Care Coordinators are licensed health care professionals familiar with the long term care services and providers in your community. The Privileged Care Coordination team oversees the process of providing the specific long term care and services you need.

*SERFF Tracking Number:*      *GEFA-125977017*                      *State:*                      *Arkansas*  
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*Project Name/Number:*      *Privileged Care Coordination Brochure/82238 11/20/08*

## **Rate Information**

Rate data does NOT apply to filing.

SERFF Tracking Number: GEFA-125977017 State: Arkansas  
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## Supporting Document Schedules

### Review Status:

**Satisfied -Name:** AR Cover Letter

01/07/2009

**Comments:**

**Attachment:**

AR Cover Letter 82238 112009.pdf

### Review Status:

**Satisfied -Name:** AR Cover Letter

01/07/2009

**Comments:**

**Attachment:**

AR Cover Letter 82238 110608 Corrected.pdf



Genworth  
Financial

Long Term Care Insurance

6620 West Broad Street Building 4  
Richmond, VA 23230

January 7, 2009

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 Material  
Privileged Care Coordination Brochure: 82238 11/20/08**

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 \$25 is being transmitted via EFT on the SERFF filing system.

This advertising material will be used by licensed agents from our career and broker channels at point of sale, and presented in conjunction with the Outline of Coverage to generate interest in 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.

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](mailto:Andy.Zimmerman@genworth.com).

Sincerely,

Andrew A. Zimmerman  
Genworth Life Insurance Company  
Advertising Review Analyst  
Compliance/Advertising Review  
[Andy.Zimmerman@genworth.com](mailto:Andy.Zimmerman@genworth.com)

Attachments



Long Term Care Insurance

6620 West Broad Street Building 4  
Richmond, VA 23230

January 7, 2009

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

ATTN: Mr. John Shields

Re: **ADVERTISING FILING ACCIDENT AND HEALTH INSURANCE  
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## Superseded Attachments

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Original Date:	Schedule	Document Name	Replaced Date	Attach Document
No original date	Form	Privileged Care Coordination Brochure	01/07/2009	82238_110608_review.pdf

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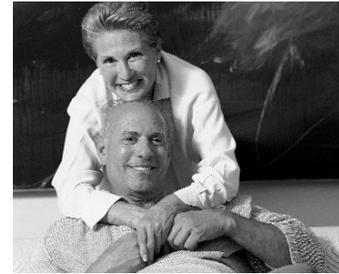
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