

SERFF Tracking Number: LFCR-126049836 State: Arkansas  
Filing Company: Massachusetts Mutual Life Insurance Company State Tracking Number: 41706  
Company Tracking Number: SB10030LTC 209  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: MM500-P-AR et al.  
Project Name/Number: /

## Filing at a Glance

Company: Massachusetts Mutual Life Insurance Company

Product Name: MM500-P-AR et al.

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: LFCR-126049836 State: ArkansasLH

SERFF Status: Closed

Co Tr Num: SB10030LTC 209

Co Status:

Author: Smith Darlene

Date Submitted: 02/27/2009

State Tr Num: 41706

State Status: Filed-Closed

Reviewer(s): Marie Bennett

Disposition Date: 03/05/2009

Disposition Status: Filed

Implementation Date:

Implementation Date Requested:

State Filing Description:

## General Information

Project Name:

Project Number:

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 03/05/2009

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 03/05/2009

Corresponding Filing Tracking Number:

Deemer Date:

Filing Description:

LTC Advertising Filing

## Company and Contact

### Filing Contact Information

(This filing was made by a third party - LCA01)

Karina Amaral, Compliance Analyst 1 -

karina.amaral@lifecareassurance.com

Advertising

SERFF Tracking Number: LFCR-126049836 State: Arkansas  
Filing Company: Massachusetts Mutual Life Insurance Company State Tracking Number: 41706  
Company Tracking Number: SB10030LTC 209  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: MM500-P-AR et al.  
Project Name/Number: /

21600 Oxnard Street (818) 867-2307 [Phone]  
Woodland Hills, CA 91367 (818) 867-2508[FAX]

**Filing Company Information**

Massachusetts Mutual Life Insurance Company CoCode: 65935 State of Domicile: Massachusetts  
Long Term Care Administrative Office Group Code: 435 Company Type:  
P.O. Box 4243  
Woodland Hills, CA 91365-4243 Group Name: State ID Number:  
(818) 867-2450 ext. [Phone] FEIN Number: 04-1590850  
-----

SERFF Tracking Number: LFCR-126049836 State: Arkansas  
Filing Company: Massachusetts Mutual Life Insurance Company State Tracking Number: 41706  
Company Tracking Number: SB10030LTC 209  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: MM500-P-AR et al.  
Project Name/Number: /

## Filing Fees

Fee Required? Yes  
Fee Amount: \$25.00  
Retaliatory? No  
Fee Explanation: \$25.00/form x 1 form = \$25.00  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Massachusetts Mutual Life Insurance Company	\$25.00	02/27/2009	26029765

SERFF Tracking Number: LFCR-126049836 State: Arkansas  
Filing Company: Massachusetts Mutual Life Insurance Company State Tracking Number: 41706  
Company Tracking Number: SB10030LTC 209  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: MM500-P-AR et al.  
Project Name/Number: /

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	03/05/2009	03/05/2009

*SERFF Tracking Number:* LFCR-126049836 *State:* Arkansas  
*Filing Company:* Massachusetts Mutual Life Insurance Company *State Tracking Number:* 41706  
*Company Tracking Number:* SB10030LTC 209  
*TOI:* LTC03I Individual Long Term Care *Sub-TOI:* LTC03I.001 Qualified  
*Product Name:* MM500-P-AR et al.  
*Project Name/Number:* /

## **Disposition**

Disposition Date: 03/05/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: LFCR-126049836 State: Arkansas  
 Filing Company: Massachusetts Mutual Life Insurance Company State Tracking Number: 41706  
 Company Tracking Number: SB10030LTC 209  
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
 Product Name: MM500-P-AR et al.  
 Project Name/Number: /

Item Type	Item Name	Item Status	Public Access
Supporting Document	Cover letter		Yes
Form	"Be a find and a keeper" Institutional Ad		Yes

SERFF Tracking Number: LFCR-126049836 State: Arkansas  
 Filing Company: Massachusetts Mutual Life Insurance Company State Tracking Number: 41706  
 Company Tracking Number: SB10030LTC 209  
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
 Product Name: MM500-P-AR et al.  
 Project Name/Number: /

## Form Schedule

**Lead Form Number:** SB10030LTC 209

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	SB10030LTC 209	Advertising	"Be a find and a keeper" Institutional Ad	Initial		0	SB10030LTC.pdf

# Be a finder and a keeper



How to attract and retain key employees  
Inside you'll discover options to help you attract and retain  
the talent you value most.

# Creating a plan to help attract and retain key employees is a good decision.

Get started by reviewing some options, program benefits and tax considerations.

Help your business attract a valuable employee community

Your options	Employer benefits & tax considerations	Employee benefits & tax considerations	Things to think about
<p><b>Annual or sign-on cash bonus</b></p> <p><b>A selective benefit</b></p>	<ul style="list-style-type: none"> <li>• Employer may have signing bonus regulations (e.g., one-year employment minimum).</li> <li>• Employer can deduct annual bonus amount.</li> </ul>	<ul style="list-style-type: none"> <li>• Annual benefit (often expected by employee).</li> <li>• Employee pays income tax on bonus received.</li> </ul>	<ul style="list-style-type: none"> <li>• Does your company provide an annual bonus or signing bonus to help attract top employees?</li> <li>• How do you determine the annual or signing bonus amount?</li> </ul>
<p><b>Workplace amenities</b></p> <p><i>Daycare subsidy*</i></p> <p><i>Health center*</i></p> <p><i>Wellness options*</i></p> <p><i>Employee assistance programs</i></p>	<ul style="list-style-type: none"> <li>• Goodwill with employees.</li> <li>• Costs are deductible by employer.</li> </ul>	<ul style="list-style-type: none"> <li>• Company may charge a fee or may offer subsidy for participation.</li> </ul>	<ul style="list-style-type: none"> <li>• What types of workplace amenities do you offer?</li> <li>• Have you determined the types of benefits your employees are interested in?</li> </ul>
<p><b>Defined Contribution Plans</b></p>	<ul style="list-style-type: none"> <li>• Ability to offer retirement plan.</li> <li>• Costs are deductible by employer, up to specific limits. (As long as contribution is under specified government limits, then costs are deductible by employer.)</li> </ul>	<ul style="list-style-type: none"> <li>• Employee can contribute to retirement plan.</li> <li>• Funds withdrawn from an employer-sponsored plan at any point are taxed as ordinary income to the participant in the year of withdrawal. If monies are taken prior to age 59½, then an additional 10% penalty is enforced on monies taken out (additional income tax) unless an exception is met under the subsections of IRC Section 72(t).</li> </ul>	<ul style="list-style-type: none"> <li>• Do your competitors offer retirement benefits?</li> <li>• If your company does not currently offer a retirement plan, what specific obstacles are holding you back?</li> <li>• Do you want to offer your employees a retirement benefit that is deductible to you?</li> </ul>
<p><b>Defined Benefit Plans</b></p>	<ul style="list-style-type: none"> <li>• Ability to offer retirement plan.</li> <li>• Costs are deductible by employer, up to specific limits. (As long as contribution is under specified government limits, then costs are deductible by employer.)</li> </ul>	<ul style="list-style-type: none"> <li>• The employer funds this type of retirement plan.</li> <li>• Benefit payments are taxed as ordinary income to the participant.</li> <li>• If the plan is terminated and monies are taken prior to age 59½, then an additional 10% penalty is enforced on monies taken out (additional income tax) unless an exception is met under the subsections of IRC Section 72(t).</li> </ul>	<ul style="list-style-type: none"> <li>• Do you want to offer employees a pre-determined retirement benefit?</li> </ul>
<p><b>Medical expense reimbursement programs (Offered under a cafeteria plan)*</b></p>	<ul style="list-style-type: none"> <li>• Favorable tax treatment.</li> <li>• Valuable service for employees.</li> <li>• Costs are deductible by employer.</li> </ul>	<ul style="list-style-type: none"> <li>• Allows employee to pay medical expenses on pre-tax basis, up to \$5,000.</li> </ul>	<ul style="list-style-type: none"> <li>• Would your employees like to have a variety of benefit options?</li> <li>• Do they want flexibility to expand their benefits while paying some costs themselves with pre-tax dollars?</li> </ul>

\*Services not provided by MassMutual.

## Help your business retain key employees

Your options	Employer benefits & tax considerations	Employee benefits & tax considerations	Things to think about
<p><b>Executive Bonus Plans (162 Bonus Plans)</b></p> <p><b>Funding vehicles include:</b></p> <p><i>Life insurance</i></p> <p><i>Disability income insurance</i></p> <p><i>Annuities</i></p> <p><b>A selective benefit</b></p>	<ul style="list-style-type: none"> <li>• Employer deducts bonus(es) paid.</li> <li>• Minimal administrative costs.</li> <li>• Minimal record keeping.</li> <li>• Ability to offer supplemental retirement benefits to key employees.</li> <li>• Employer can utilize a leveraged bonus concept for more control over policy.</li> </ul>	<ul style="list-style-type: none"> <li>• Flexibility as to what type of funding vehicle is used within the plan.</li> <li>• Values of a life insurance<sup>1</sup> policy or annuity can be used to help supplement or provide retirement income.</li> <li>• A life insurance policy will pay benefits to the employee's beneficiaries at death OR a disability income insurance policy will provide income to the employee in the event of disability.</li> <li>• Employee pays income tax on bonus(es) received.</li> </ul>	<ul style="list-style-type: none"> <li>• Who are your top employees that you would want to offer this type of benefit to?</li> <li>• Do you currently offer a supplemental incentive plan for your top employees?</li> <li>• Would you like to provide the option for the employee to retain coverage if he/she leaves your company?</li> <li>• Would you like the option to have multiple funding vehicles?</li> </ul>
<p><b>Non-qualified Deferred Compensation Plans</b></p> <p><b>A selective benefit</b></p>	<ul style="list-style-type: none"> <li>• Depending on the structure of the plan and how benefits are paid, the life insurance policy's proceeds or cash value can be used to recover the cost of the plan for the employer and pay a benefit to the employee's beneficiaries in the event of death.</li> <li>• Employer premiums are not deductible, but insurance proceeds received at death are income tax-free. (AMT considerations for C-Corps.)</li> </ul>	<ul style="list-style-type: none"> <li>• At retirement, the employee is eligible to receive income taxable supplemental retirement income from the employer.</li> <li>• If the employee dies, the employer pays the employee's beneficiary an income taxable survivor benefit.</li> </ul>	<ul style="list-style-type: none"> <li>• Who are your top employees that you would want to offer this type of benefit to?</li> <li>• Is the option to replace a key employee within this type of program, if he/she leaves the company, important to you?</li> <li>• Do you want to provide a benefit to your employees, but still control the asset?</li> </ul>
<p><b>Split Dollar Plans (Non-equity)</b></p> <p><b>A selective benefit</b></p>	<ul style="list-style-type: none"> <li>• Employer owns cash values.</li> <li>• Employer receives greater of cash values or premiums paid at death or termination.</li> </ul>	<ul style="list-style-type: none"> <li>• Employee's family receives death benefit in excess of cash value income tax-free.</li> <li>• Employee reports income on small economic benefits costs each year.</li> </ul>	<ul style="list-style-type: none"> <li>• Who are your top employee(s) that you would want to offer this type of benefit to?</li> <li>• Do you want to provide a benefit to your employees, but still control the asset?</li> </ul>
<p><b>Individual Disability Income Insurance</b></p> <p><b>A selective benefit</b></p>	<ul style="list-style-type: none"> <li>• Employer gives employees opportunity to obtain discounted individual disability income insurance coverage, a sought-after and meaningful benefit.</li> <li>• Should an employer pay all, or some, of the costs, generally speaking, the premiums paid are tax deductible.</li> </ul>	<ul style="list-style-type: none"> <li>• Employees receive individual disability income insurance coverage at discounted rates.</li> <li>• If employees pay premiums for coverage, benefits received are generally tax free.</li> <li>• Employees may be able to protect their ability to continue saving for retirement if disabled.</li> </ul>	<ul style="list-style-type: none"> <li>• How would your company be affected if an employee or key person suffered a long-term disability?</li> <li>• What effects would a long-term disability have on an employee and their family/loved ones?</li> </ul>
<p><b>Personal financial planning services*</b></p> <p><b>A selective benefit</b></p>	<ul style="list-style-type: none"> <li>• Goodwill with key executives.</li> <li>• Potential for a more financially sound key executive population.</li> <li>• Employer may be able to deduct employee financial planning-related services.</li> </ul>	<ul style="list-style-type: none"> <li>• Employee receives financial planning services at no cost.</li> <li>• Employee feels that employer cares about his/her financial well-being.</li> </ul>	<ul style="list-style-type: none"> <li>• If your company currently provides an employee benefit package which includes, for example, health insurance, and/or Group LTD, would your employees appreciate the opportunity to discover ways to enhance and supplement current company offerings?</li> <li>• Do you have key employees you want to provide this service to?</li> </ul>

\*Financial planning services offered through Investment Advisor Representatives of MML Investor Services, Inc., a MassMutual broker-dealer subsidiary.

## Help your business retain key employees

Your options	Employer benefits & tax considerations	Employee benefits & tax considerations	Things to think about
<p><b>Long Term Care<sup>2</sup> Insurance</b> <i>A selective benefit</i></p>	<ul style="list-style-type: none"> <li>• Employer gives employees the opportunity to obtain discounted individual LTC insurance, a meaningful and valued benefit</li> <li>• When the employer pays some or all of the LTC insurance premium for employees, generally speaking the premiums paid are tax deductible.</li> <li>• Employees whose family members have LTC insurance may be less likely to need time away from work for care giving.</li> </ul>	<ul style="list-style-type: none"> <li>• Employees and the members of their immediate families may receive LTC insurance at discounted premiums.</li> <li>• Benefits are generally non-taxable.</li> </ul>	<ul style="list-style-type: none"> <li>• Would your employees be able to afford the significant annual costs associated with a long term care need?</li> <li>• How would your company be impacted if an employee had a loved one that needed long term care? Would he/she have to leave work to provide care, or is there a source of funds to help pay for care?</li> </ul>



## Next steps

**1. Take stock:** Inventory the programs you already have implemented and determine a timeline to have them reviewed by a financial professional.

**2. Review personnel:** Determine who your most valuable employees are. If those employees are critical to the success of your business, develop a strategy to help keep them working for you.

**3. Think big picture:** Begin working with your financial professional to outline your long-term personal and business financial goals. Planning for the unexpected is just as important as planning for your expected growth, diversification or even the sale of your business.

<sup>1</sup> Distributions under the policy (including cash dividends and partial/full surrenders) are not subject to taxation up to the amount paid into the policy (cost basis). If the policy is a Modified Endowment Contract, policy loans and/or distributions are taxable to the extent of gain and are subject to a 10% tax penalty. Access to cash values through borrowing or partial surrenders can reduce the policy's cash value and death benefit, increase the chance the policy will lapse, and may result in a tax liability if the policy terminates before the death of the insured.

<sup>2</sup> A long term care need involves impairment in two or more activities of daily living (eating, bathing, dressing, toileting, continence or transferring) or a severe cognitive impairment such as Alzheimer's.

**The information provided is not written or intended as tax or legal advice and may not be relied on for purposes of avoiding any Federal tax penalties. MassMutual, its employees and representatives are not authorized to give tax or legal advice. Individuals are encouraged to seek advice from their own tax or legal counsel. Individuals involved in the estate planning process should work with an estate planning team, including their own personal legal or tax counsel.**

Insurance offered through MassMutual, 1295 State St., Springfield, MA 01111-0001.

NOT A BANK OR CREDIT UNION DEPOSIT OR OBLIGATION • NOT FDIC OR NCUA INSURED • NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY • NOT GUARANTEED BY ANY BANK OR CREDIT UNION



We'll help you get there.™

**The purpose of this material is the solicitation of insurance and an agent may contact you.**

**Massachusetts Mutual Life Insurance Company**

Long Term Care Insurance

SERFF Tracking Number: LFCR-126049836 State: Arkansas  
Filing Company: Massachusetts Mutual Life Insurance Company State Tracking Number: 41706  
Company Tracking Number: SB10030LTC 209  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: MM500-P-AR et al.  
Project Name/Number: /

## Rate Information

Rate data does NOT apply to filing.

SERFF Tracking Number: LFCR-126049836 State: Arkansas  
Filing Company: Massachusetts Mutual Life Insurance Company State Tracking Number: 41706  
Company Tracking Number: SB10030LTC 209  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: MM500-P-AR et al.  
Project Name/Number: /

## Supporting Document Schedules

### Review Status:

**Satisfied -Name:** Cover letter

02/24/2009

**Comments:**

**Attachment:**

AR DOI Cover 2-26-09.pdf



February 26, 2009

Harris Shearer  
Rate and Form Analyst  
Arkansas Department of Insurance  
1200 West Third Street,  
Little Rock, Arkansas 72201-1904

**RE: MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY – NAIC # 65935**  
**Submission of Advertising Materials To Be Used with**  
**Long Term Care Policy Form MM500-P-AR et al.**

SB10030LTC 209      “Be a find and a keeper” Institutional Ad

Dear Mr. Shearer,

The enclosed advertising material is being submitted for your review and approval. This piece is intended to be “institutional advertising” regarding long term care coverage. Please note that all bracketed material in this piece is meant to be variable.

Please note that because we are submitting this material through a PDF format, some of the print may appear to be small. However, we certify that in final format, all of our material will be of appropriate size.

Thank you very much for your assistance with this submission. If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads 'Karina Amaral'.

Karina Amaral  
Compliance Analyst  
(800) 366-5463, ext. 2307  
Karina.Amaral@LifeCare.Assurance.com

Attachment

**Massachusetts Mutual Life Insurance Company**  
Long Term Care Administrative Office  
21600 Oxnard Street, Suite 1500 • Mailing Address: Post Office Box 4243  
Woodland Hills, CA 91365-4243  
(888) 505-8952 • Fax (818) 887-4595