

SERFF Tracking Number: GEFA-126212718 State: Arkansas  
Filing Company: Genworth Life Insurance Company State Tracking Number: 42842  
Company Tracking Number:  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: Long Term Care Insurance  
Project Name/Number: How Will You Pay For Long Term Care Brochure/82073 03/06/09

## 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-126212718 State: ArkansasLH

SERFF Status: Closed

Co Tr Num:

Co Status:

Author: Andy Zimmerman

Date Submitted: 07/01/2009

State Tr Num: 42842

State Status: Closed

Reviewer(s): Marie Bennett

Disposition Date: 07/09/2009

Disposition Status: Filed-Closed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

## General Information

Project Name: How Will You Pay For Long Term Care Brochure

Project Number: 82073 03/06/09

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 07/09/2009

Status of Filing in Domicile: Pending

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: 07/09/2009

Corresponding Filing Tracking Number:

Deemer Date:

Filing Description:

This brochure will be used to help educate and 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.

## Company and Contact

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**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: AR Filing Fee=\$25 per advertisement  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$25.00	07/01/2009	28916517

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Marie Bennett	07/09/2009	07/09/2009

*SERFF Tracking Number:*      *GEFA-126212718*                      *State:*                      *Arkansas*  
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*Project Name/Number:*      *How Will You Pay For Long Term Care Brochure/82073 03/06/09*

## **Disposition**

Disposition Date: 07/09/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Item Type</b>	<b>Item Name</b>	<b>Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	AR Cover Letter	Filed	Yes
<b>Form</b>	How Will You Pay For Long Term Care	Filed	Yes

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## Form Schedule

**Lead Form Number:** 82073 03/06/09

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	82073 03/06/09	Advertising	How Will You Pay For Long Term Care	Initial		0	82073_03060 9_statefiled.p df



Genworth®  
Financial



## HOW WILL YOU PAY FOR LONG TERM CARE

HELP PROTECT YOUR LIFESTYLE AND ASSETS

Underwritten by  
Genworth Life Insurance Company

# COULD IT HAPPEN TO ME?

## IT COULD HAPPEN TO ANYONE, AT ANY TIME.

Everyone is at risk, not only of having a family member in need of long term care, but of needing assistance themselves. Nationally, 40 percent of those who are currently receiving long term care are adults 18 to 64 years old.<sup>1</sup> Accidents and illnesses can happen to anyone, at anytime, and they often occur without warning.

While people may recognize long term care costs as a significant risk to their standard of living, many don't have a plan to minimize that risk.

Planning for long term care is critical ... and long term care insurance can be a critical part of the plan.

**Do you know anyone who has required long term care?**

Yes  No

**Do you believe you could need long term care some day?**

Yes  No



<sup>1</sup> [www.longtermcare.gov/LTC/Main\\_Site/Understanding\\_Long\\_Term\\_Care/Basics/Basics.aspx](http://www.longtermcare.gov/LTC/Main_Site/Understanding_Long_Term_Care/Basics/Basics.aspx)  
(Last updated 10/22/2008)

# HOW MUCH COULD IT COST?

**How much do you think nursing home care costs in your area?**

\$ \_\_\_\_\_

**How long would you be able to pay for the type of care you may need?**

*Based on cost of care and personal savings/assets*

\_\_\_\_\_ Years

**Do you believe the need for long term care could cause you to spend much of your life savings?**

Yes  No

## **YOU COULD SPEND MUCH OF YOUR LIFE SAVINGS PAYING FOR CARE.**

- Nationally, the average annual cost for a private room in a nursing home is \$76,460.<sup>2</sup>
- Based on the average length of stay in a nursing home – 2.5 years – a person needing care today would spend \$191,150 on a private nursing home room.<sup>3</sup>
- Nationally, the cost of a private room in a nursing home for one year has increased 17 percent over the past five years. The current annual cost is 59 percent more than the median household income in the U.S. and is growing more quickly than the rate of inflation.<sup>2</sup>



<sup>2</sup> Genworth Financial 2008 Cost of Care Survey, conducted by CareScout, April 2008.

<sup>3</sup> National Nursing Home Survey, National Center for Health Statistics, U.S. Department of Health and Human Services, June 2002; while 2.5 years is the average length of stay for all nursing home residents, the study indicates that of the residents who remain in nursing homes for more than 3 months, 30% are there 3 months to 1 year; 37% for between 1 and 3 years; and 33% for 3 or more years.

# WHAT ARE THE OPTIONS?

**THERE ARE MANY OPTIONS TO CONSIDER, HERE ARE JUST A FEW.**

## **Option 1: Public Programs**

Generally, Medicare does not cover indefinite, long term care, whether provided at home, in the community or in assisted-living facilities. Nor does it cover “custodial care,” which is non-skilled personal care for help with daily living or activities that most people can do themselves – eating, bathing, dressing or using the rest room.

What Medicare doesn’t cover is left for the individual to pay.<sup>4</sup>

Generally, in order to qualify for Medicaid, you have to “spend-down” your assets.

## **Option 2: Private/Family Support**

Of course, family and friends might care for you. Initially, this may look like a good solution. However, ask yourself: Will they have time to help me? Can they provide the type of care I may need? Do I want to ask this of them?

There are numerous physical, financial, emotional, and geographical requirements that can make relying upon family or friends an undesirable and unrealistic option.

## **Option 3: Self-Insure**

You might not realize it, but right now you’re self-insured, unless you’re otherwise covered. Without coverage, you have assumed the primary financial risk for the costs of long term care.

**Do you want to rely on Medicare or Medicare Supplement Insurance?**

Yes  No

**Do you want to rely on Medicaid?**

Yes  No

**Do you want to be dependent upon family or friends for care?**

Yes  No

<sup>4</sup> [www.medicare.gov/LongTermCare/Static/Medicare.asp?dest=NAV%7CPaying%7CGovernmentPrograms%7CMedicare#TabTop](http://www.medicare.gov/LongTermCare/Static/Medicare.asp?dest=NAV%7CPaying%7CGovernmentPrograms%7CMedicare#TabTop) (Page last updated April 2007)

# WHY CONSIDER INSURANCE?

## YOU ALREADY INSURE OTHER RISKS.

Asset protection is essential to financial stability. No doubt you have already taken steps to ensure your financial well-being in the event of accidents. You may have life and health insurance, as well as insurance for your home and car. These are practical approaches to transferring some of the risk of unwelcome expenses away from you and your loved ones.

If you're like most people, you also set aside funds for retirement. After all, people are living longer. However, when you get old, you may get sick, and when you get sick, you may need care. It doesn't take much to imagine the effect that can have on your retirement plans. Have you allocated funds from your retirement portfolio to help pay for long term care?

**Have you taken steps to help protect yourself against potential long term care costs, as you have with other risks?**

Yes  No

**Is there any greater risk that you face besides long term care?**

Yes  No

**How would you prefer to pay for the high costs of long term care?**

Personal savings and assets  
 Insurance

Weighing all of the risks and costs is critical. It helps you to determine the amount of protection you need in order to secure your assets and savings.

Long term care insurance helps cover the costs of long term care. It doesn't replace what families do; it builds on your existing infrastructure of support, so caregivers can provide care better and longer.

In short, long term care insurance can help you maintain your lifestyle, protect your assets and savings, and give you the options necessary to receive quality care and services.



# WHO CAN HELP?

## **WE CAN ... LONG TERM CARE INSURANCE MAY BE THE ANSWER.**

Our Long Term Care Insurance Division helped pioneer the development of long term care insurance more than 30 years ago, and we've been an industry leader ever since.<sup>5</sup>

Meeting the needs of our policyholders is a priority, and we have a proven track record of paying claims. Over the years, more people have trusted our long term care insurance products to cover their long term care costs than those of any other insurer.<sup>5</sup>

We have comprehensive insurance products that can be tailored to suit your needs and you can depend on us to provide you with quality insurance.



<sup>5</sup> 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.

*Genworth Financial is a proud sponsor of*

**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

This solicitation of insurance is for policy form series 7042, 7042 Rev, 7044, 7044 Rev and 7048 (7042ID Rev, 7044ID Rev & 7048ID in Idaho, 7042NC Rev & 7044NC Rev in North Carolina, 7042OK Rev & 7044OK Rev in Oklahoma and 7042WA, 7044WA and 7048WA in Washington). Not all policies available in all states. Details about the benefits, costs, limitations and exclusions of these valuable long term care insurance policies 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.

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INSURANCE  
MARKETPLACE  
STANDARDS  
ASSOCIATION

Insurance and annuity products:

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

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## **Rate Information**

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## Supporting Document Schedules

<b>Satisfied -Name:</b>	AR Cover Letter	<b>Review Status:</b>	
		Filed	07/09/2009
<b>Comments:</b>			
<b>Attachment:</b>			
	AR Filing Letter How Will You Pay For LTC 82073 030609.pdf		



Long Term Care Insurance

6620 West Broad Street Building 4  
Richmond, VA 23230

July 1, 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  
How Will You Pay For LTC Brochure: 82073 03/06/09**

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 brochure will be used to help educate and 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 8133949, fax me at 804-281-6334 or e-mail me at [Andy.Zimmerman@genworth.com](mailto:Andy.Zimmerman@genworth.com).

Sincerely,

*Andrew A. Zimmerman*

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

Attachments