

SERFF Tracking Number: LAFA-126850412 State: Arkansas
Filing Company: The Lafayette Life Insurance Company State Tracking Number: 46998
Company Tracking Number:
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: Long Term Care advertising
Project Name/Number: /

Filing at a Glance

Company: The Lafayette Life Insurance Company

Product Name: Long Term Care advertising SERFF Tr Num: LAFA-126850412 State: Arkansas
TOI: L08 Life - Other SERFF Status: Closed-Approved- State Tr Num: 46998
Closed

Sub-TOI: L08.000 Life - Other Co Tr Num: State Status: Approved-Closed
Filing Type: Form Reviewer(s): Linda Bird
Author: Tesha Wilburn Disposition Date: 10/12/2010
Date Submitted: 10/07/2010 Disposition Status: Approved-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Status of Filing in Domicile: Not Filed
Project Number: Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments: Indiana does not
require advertising to be filed
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 10/12/2010 Explanation for Other Group Market Type:
State Status Changed: 10/12/2010
Deemer Date: Created By: Tesha Wilburn
Submitted By: Tesha Wilburn Corresponding Filing Tracking Number:
Filing Description:
October 7, 2010

Department of Insurance State of Arkansas

RE: LONG TERM CARE RIDER ADVERTISING FILING

Form Numbers 2381 & 2388

The Lafayette Life Insurance Company, NAIC: 65242, FEIN: 35-0457540

SERFF Tracking Number: LAFA-126850412 State: Arkansas
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Attached for your consideration and approval is a copy of the above-captioned advertising forms. These forms are being submitted to you in final print format. However, although the wording and text size of these documents will not differ, the formatting and font may vary for reasons not limited to the parameter settings of the printer being used, the web browser settings and the respective capabilities of each.

Advertising forms 2381 and 2388 will be utilized with our Long Term Care Riders, form numbers LTC-WL20 G and LTC-UL20 G, which were approved for use in your state on 3/12/02.

Advertising form 2388 will be replacing advertising form 2057, which was approved for use in your state on 3/12/02.

To assist in your review, please find any certifications or additional form documentation required by your state's form filing laws and regulations.

We are hopeful that upon your receipt and review of this submission, advertising forms 2381 and 2388 may be approved for use in your state. As always, we look forward to hearing from you at your earliest convenience and thank you for your time and consideration in reviewing this submission.

Sincerely,

Tesha Wilburn
Compliance Analyst
1-800-443-8793, Ext. 3327
tesha.wilburn@llic.com
Fax: 765-477-3212

Company and Contact

Filing Contact Information

Tesha Wilburn, Legal Asst/Compliance Analyst tesha.wilburn@llic.com
1905 Teal Rd 765-477-3328 [Phone]
Lafayette, IN 47905 765-477-3212 [FAX]

Filing Company Information

The Lafayette Life Insurance Company	CoCode: 65242	State of Domicile: Indiana
PO Box 7007	Group Code: 836	Company Type: Life and Annuity
Lafayette, IN 47903	Group Name:	State ID Number:
(800) 443-8793 ext. 3417[Phone]	FEIN Number: 35-0457540	

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Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation: \$25.00 per filing of advertisement
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Lafayette Life Insurance Company	\$25.00	10/07/2010	40387523
The Lafayette Life Insurance Company	\$75.00	10/11/2010	40566110

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	10/12/2010	10/12/2010

Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Linda Bird	10/11/2010	10/11/2010	Tesha Wilburn	10/11/2010	10/11/2010

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Disposition

Disposition Date: 10/12/2010

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Submission Letter		Yes
Form	Long Term Care advertising		Yes
Form	Long Term Care advertising		Yes

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Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	10/11/2010
Submitted Date	10/11/2010
Respond By Date	11/11/2010

Dear Tesha Wilburn,

This will acknowledge receipt of the captioned filing.

Objection 1

Comment: Regulation 57 was revised effective January 2010, the filing fee is now \$50.00 per form. We will hold your filing in a pending status until the additional \$75.00 is received.

Please feel free to contact me if you have questions.

Sincerely,

Linda Bird

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Response Letter

Response Letter Status Submitted to State
Response Letter Date 10/11/2010
Submitted Date 10/11/2010

Dear Linda Bird,

Comments:

I am writing in response to your objection dated 10/11/10.

Response 1

Comments: Please note that \$75.00 has been added to the filing fee.

Related Objection 1

Comment:

Regulation 57 was revised effective January 2010, the filing fee is now \$50.00 per form. We will hold your filing in a pending status until the additional \$75.00 is received.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Thank you for taking the time to review this filing.

Sincerely,
Tasha Wilburn

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Form Schedule

Lead Form Number: 2381 & 2388

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	2381	Advertising	Long Term Care advertising	Initial		0.000	2381_LTCRider(Consumer Use).pdf
	2388	Advertising	Long Term Care advertising	Initial		0.000	2388_LongTermCareRider.pdf

Lafayette Life's Long Term Care Rider

Features and Benefits

The Lafayette Life Insurance Company has designed its long-term care (LTC-WL20 or LTC-UL20) coverage as a rider that can be added to Lafayette Life whole life and indexed universal life insurance policies. This provides flexibility and competitive premium cost that appeal to many individuals. The rider benefits are paid by reducing the life insurance policy death benefit, so funds used for LTC benefits will not be available for cash value distributions, accelerated death benefits and normal death benefit payments. A short digest of some of the rider's features and benefits are listed below.

- **Long term care facility or a home health care agency benefit.** The monthly benefit is: the lesser of {\$8,700} or 2% of the life insurance policy's death benefit at the time the initial confinement or service begins; minus the reduction in the policy's loan balance resulting from the above benefit payment.
- **Adult day care benefit.** If the insured receives services at an adult day care, the monthly benefit is: the lesser of {\$4,350} or 1% of the life insurance policy's death benefit at the time the initial confinement or service begins; minus the reduction in the policy's loan balance resulting from the above benefit payment.
- **Coverage.** Within the above parameters, the rider covers insureds who have a chronic illness and cannot perform 2 out of 6 Activities of Daily Living (ADLs), for a period of at least 90 days. These include Dressing, Eating, Toileting, Transferring from a bed to a chair or vice versa, Maintaining Continence, and Bathing. This includes coverage in a long-term care facility due to irreversible dementia or Alzheimer's disease.
- **Total Benefit.** LTC benefits will end when the policy's death benefit has been reduced due to the payment of long-term care benefits by the lesser of {\$313,200} or 72% of the initial death benefit as of the date the initial confinement or services began.
- **Tax qualification.** The rider is designed to meet federal requirements for tax qualified long-term care plans. As a federally tax-qualified plan, benefits may have federally tax-favored status.

The payment of LTC benefits under this rider will reduce the life insurance death benefit. Policy values, surrender charges and loan balances will also be reduced proportionately.

This is only a general summary of some of the LTC rider benefits. For specific information, including costs, definitions, exclusions, limitations, additional benefits and the effect of this rider on other life insurance policy rights and benefits, please refer to the actual rider form itself. This rider may not be available in all states.

Consult your tax advisor for specific details. Lafayette Life makes no representations as to the actual tax status of the LTC rider, any benefits received or any premiums paid. Neither Lafayette Life nor its representatives give legal or tax advice or interpretation. Please contact your legal or tax advisor for such advice.



**Lafayette Life
Insurance Company**

A member of Western & Southern Financial Group

The Lafayette Life Insurance Company
1905 Teal Road
P.O. Box 7007
Lafayette, Indiana 47903
www.llic.com

Why Should You Consider Long Term Care Coverage?

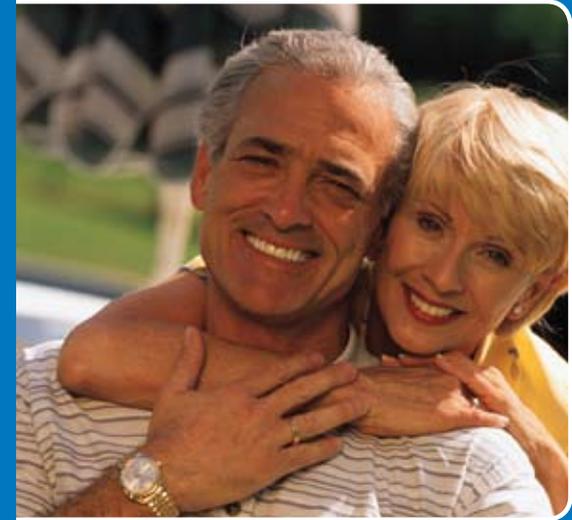
There are several situations that lend themselves to the use of long term care coverage. You should seriously consider it if any one of the following is true:

- You want to protect your assets and income
- You want to pay for your own care if the need occurs
- You want to maintain your financial and personal independence

Conversely, long term care is probably not for you if you fall into one of the following categories:

- You cannot afford the extra premium
- You have limited assets
- Your only source of income is a Social Security benefit or some other form of government aid

Lafayette Life makes no representations as to the actual tax status of the LTC rider, any benefits received or any premiums paid. Neither Lafayette Life nor its representatives give legal or tax advice or interpretation. Please consult your legal or tax advisor for such service.



Long Term Care Insurance



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Lafayette Life's Long Term Care Rider

Features and Benefits



Lafayette Life has designed its long term care (LTC) coverage as a rider that can be added to all new and some existing Lafayette Life permanent life insurance policies. This provides flexibility and moderate cost that appeals to many individuals. The rider

benefits are paid by reducing the life insurance policy death benefit, so funds used for LTC benefits will not be available for cash value distributions, accelerated death benefits and normal death benefit payments. A short digest of some of the rider's features and benefits is listed below.

- **Long Term Care Facility or a Home Health Care Agency Benefit**

This monthly benefit is: the lesser of {\$8,700} or 2% of the life insurance policy's death benefit at the time the initial confinement or service begins; *minus* the reduction in the policy's loan balance resulting from the above benefit payment.

- **Adult Day Care Benefit**

If the insured receives services at an adult day care, the monthly benefit is: the lesser of {\$4,350} or 1% of the life insurance policy's death benefit at the time the initial confinement or service begins; *minus* the reduction in the policy's loan balance resulting from the above benefit payment.

- **Coverage**

Within the above parameters, the rider covers insureds who have a chronic illness and cannot perform 2 out of 6 Activities of Daily Living (ADLs). These include: dressing, eating, toileting, transferring from a bed to a chair or vice versa, maintaining continence and bathing. This includes coverage in a long term care facility due to irreversible dementia or Alzheimer's disease.



- **Total Benefit**

LTC benefits will end when the policy's death benefit has been reduced due to the payment of long term care benefits by the lesser of {\$313,200} or 72% of the initial death benefit as of the date the initial confinement began.

- **Tax Qualification**

The rider is designed to meet federal requirements for Tax Qualified Long Term Care plans. As a federally tax qualified plan, benefits may have federally tax favored status. Consult your tax advisor for specific details.

The payment of LTC benefits under this rider will reduce the life insurance death benefit. Policy values, surrender charges, if any, and loan balances will also be reduced proportionately. The premium or, for universal life, the monthly deduction for the policy will be waived while the long term care benefit is being paid.

This is only a general summary of some of the LTC rider benefits. For specific information, including costs, definitions, exclusions, limitations, additional benefits and the effect of this rider on other life insurance policy rights and benefits, please refer to the outline of coverage and the actual rider form itself.

Why Consider the Long Term Care Rider?

According to 2008 research from the National Clearing House for Long Term Care Information, a website developed by the U.S. Department of Health and Human Services, at least 70% of people over age 65 will require some long term care services at some point in their lives.

Many people believe that the cost of these services will be covered by Medicare, because Medicare was designed to cover health care expenses for those 65 or over. But the majority of long term care costs fall under Medicaid rather than Medicare. Medicaid provides comprehensive inpatient and outpatient care covering those services not covered by Medicare but it only does so for those people meeting low-income requirements. This means the majority of your assets may have to be depleted in order to qualify for long term care coverage under Medicaid.

Many people also believe that only the elderly will need long term care. Of those needing long term care in 2000, 37% were younger than 65. [Rogers, S. & Komisar, H. Who needs long-term care? Fact Sheet, Long Term Care Financing Project. Washington, D.C.: Georgetown University Press, 2003.] Strokes, serious illness, and accidents resulting in impairments serious enough to warrant long term care may happen to anyone.

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Supporting Document Schedules

Item Status:

Status

Date:

Satisfied - Item: Submission Letter

Comments:

Attachment:

Submission Letter - Advertising 2381 & 2388 AR.pdf



Tesha Wilburn
Compliance Analyst
Telephone: 765-477-3327
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Toll Free 1-800-443-8793 ext.3327

1905 Teal Road • P.O. Box 7007 • Lafayette, Indiana 47903
1-800-443-8793 • (765) 477-7411 • www.lafayettelife.com

October 7, 2010

Department of Insurance State of Arkansas

RE: LONG TERM CARE RIDER ADVERTISING FILING
Form Numbers 2381 & 2388
The Lafayette Life Insurance Company, NAIC: 65242, FEIN: 35-0457540

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