

SERFF Tracking Number: AULD-126526295 State: Arkansas
Filing Company: State Life Insurance Company State Tracking Number: 45159
Company Tracking Number: I-22163
TOI: A02I Individual Annuities- Deferred Non- Sub-TOI: A02I.003 Single Premium
Variable
Product Name: Preparing To Never Need Long-term Care Seminar
Project Name/Number: Preparing To Never Need Long-term Care Seminar/I-22163

Filing at a Glance

Company: State Life Insurance Company

Product Name: Preparing To Never Need Long- SERFF Tr Num: AULD-126526295 State: Arkansas
term Care Seminar

TOI: A02I Individual Annuities- Deferred Non- SERFF Status: Closed-Filed- State Tr Num: 45159
Variable Closed
Sub-TOI: A02I.003 Single Premium Co Tr Num: I-22163 State Status: Filed-Closed
Filing Type: Form Reviewer(s): Linda Bird
Author: Ann Smith Disposition Date: 03/16/2010
Date Submitted: 03/12/2010 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Preparing To Never Need Long-term Care Seminar

Status of Filing in Domicile: Pending

Project Number: I-22163

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 03/16/2010

Explanation for Other Group Market Type:

State Status Changed: 03/16/2010

Deemer Date:

Created By: Ann Smith

Submitted By: Ann Smith

Corresponding Filing Tracking Number:

Filing Description:

RE: The State Life Insurance Company

FEIN: 35-0684263 NAIC: 69116

Advertising Form:

I-22163 Preparing To Never Need Long-Term Care

Invitation to Inquire

The above referenced advertisement is being submitted for your review and approval. This form is new and does not replace any form currently in use by our company.

<i>SERFF Tracking Number:</i>	<i>AULD-126526295</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>State Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>45159</i>
<i>Company Tracking Number:</i>	<i>I-22163</i>		
<i>TOI:</i>	<i>A02I Individual Annuities- Deferred Non-Variable</i>	<i>Sub-TOI:</i>	<i>A02I.003 Single Premium</i>
<i>Product Name:</i>	<i>Preparing To Never Need Long-term Care Seminar</i>		
<i>Project Name/Number:</i>	<i>Preparing To Never Need Long-term Care Seminar/I-22163</i>		

Our brokers will use this advertisement with prospective clients for State Life's annuity policies, form number SA35, (single premium fixed interest deferred annuity with long-term care benefits) approved by your department on May 6, 2009, SERFF Number AULD-126125411; form number SA34, (single premium fixed interest deferred annuity with long term care benefits) approved by your department on May 17, 2006, SERFF Number SERT-6NSL2A121 and rider form number R508 (Tax Qualified Endorsement), approved by your department on September 28, 2006, SERFF Number SERT-6TSLQU296.

This advertising piece is not yet approved by our domiciliary state, Indiana.

State Life has reviewed the form and believes, to the best of its knowledge, the form is both consistent with the laws and regulations of your state and in compliance with those laws and regulations. The form contains no unusual or possibly controversial items deviating from normal company or industry standards.

Company and Contact

Filing Contact Information

Ann Smith, Sr. Contract Analyst	Ann.Smith@oneamerica.com
One American Square	317-285-4223 [Phone]
Indianapolis, IN 46206	

Filing Company Information

State Life Insurance Company	CoCode: 69116	State of Domicile: Indiana
One American Square	Group Code: 619	Company Type:
P.O. Box 406	Group Name:	State ID Number:
Indianapolis, IN 46206	FEIN Number: 35-0684263	
(877) 285-7660 ext. [Phone]		

Filing Fees

Fee Required?	Yes
Fee Amount:	\$25.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

SERFF Tracking Number: AULD-126526295 *State:* Arkansas
Filing Company: State Life Insurance Company *State Tracking Number:* 45159
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TOI: A021 Individual Annuities- Deferred Non- *Sub-TOI:* A021.003 Single Premium
Variable
Product Name: Preparing To Never Need Long-term Care Seminar
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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
State Life Insurance Company	\$25.00	03/12/2010	34827065

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	03/16/2010	03/16/2010

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Disposition

Disposition Date: 03/16/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Filing Company: State Life Insurance Company *State Tracking Number:* 45159
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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Form	Preparing to Never Need Long-Term Care		Yes

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Form Schedule

Lead Form Number: I-22163

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	I-22163	Advertising	Preparing to Never Need Long-Term Care	Initial		0.000	I-22103 AC&ACIIclient Seminar v4.ppt [Compatibility Mode].pdf



*Preparing to never need
long-term care*

Not a deposit. Not FDIC insured. Not guaranteed by any bank. Not insured by any federal government agency.

Long-term care

- Statistics show that about half of us will need LTC at some point in our lives¹
- That means the other half of us will never need LTC
- How do you prepare for a coin flip where losing can come with a big price tag?

¹ Orman, Suze, *The Road to Wealth*, page 240, 2008

Risk and protection

- Long-term care expenses can be significant
- They can quickly eat away at assets that took a lifetime to build
- It's hard to ignore a risk more likely to happen than other common worries we plan for
 - Losing home in a fire
 - Auto accident
 - Etc...

Products and financial services provided by

Risk and protection

- It's also difficult to look at possible solutions like traditional long-term care insurance
- Expensive annual premiums
- A good chance that the premiums will be “wasted” if care is never needed

Fortunately there are options

- New legislation has recently taken effect
- It allows for an alternative long-term care protection vehicle using a common retirement product—**annuities**

Products and financial services provided by

There's a good chance you may already own an annuity

- Financial tool for people preparing for retirement
- Why people buy them:
 - Accumulate tax-deferred interest
 - Availability of guaranteed lifetime income
 - Proceeds can pass to beneficiaries free of probate

Products and financial services provided by

Does this sound familiar?

- According to 2009 Gallop survey of Non-Qualified Annuity owners:
 - 81 % intend to use their annuity as a financial resource to avoid being a financial burden on their children
 - 74% intend to use their annuity as an emergency fund in the case of a catastrophic illness or for nursing home care
 - You may be among them

Products and financial services provided by

Other assets

- If you don't currently own an annuity, do you have money set aside to cover the potential risk of unexpected health care expenses
 - CDs?
 - Stocks?
 - IRA?
 - Pension?
 - Money market?
- Keep these in mind as we continue our discussion

Federal Legislation makes positive impact

The Pension Protection Act (PPA)—passed by the U.S. Congress and signed into law August 17, 2006

- Effective January 1, 2010 it gives more advantages to non-qualified annuity owners wanting to fund their own LTC coverage
- Only specific types of annuities qualify

Products and financial services provided by

New annuity tax advantages

- Qualifying LTC claims paid from the annuity's cash value are tax-free as a reduction of cost basis
- Extension of benefit options and riders will be considered tax-qualified and benefits paid from them are income tax-free
- Withdrawals to pay for qualified long-term care protection or rider premiums are income tax-free as a reduction of cost basis

Products and financial services provided by

Annuities that won't qualify for PPA advantages

- Annuities that don't benefit from the PPA:
 - Typical non-qualified annuities
 - Annuities with nursing home or similar waivers of surrender charges
 - Immediate annuities
 - Annuities funded by IRAs, 401(k)s, etc.

PPA annuities

- Annuities with PPA provisions can be purchased with:
 - Existing non-qualified annuities via a tax-free 1035 exchange
 - Other non-qualified assets such as CDs, money market accounts, etc...

Two possible solutions

- *Annuity Care*[®]
 - Fixed-interest annuity to provide LTC protection
 - Guaranteed minimum interest rate (3%)
 - Optional extended benefits available for additional guaranteed premium

- *Annuity Care II*
 - Fixed-interest annuity to provide LTC protection
 - Guaranteed minimum interest rate (3%)
 - Built-in extended long-term care benefits paid automatically from annuity values
 - One premium only

Annuity Care

- Eligible for income-tax free withdrawals for LTC expenses under the PPA
- Other features:
 - Cash value grows tax-deferred
 - Provides funds to cover monthly LTC benefits
 - Optional lifetime protection with guaranteed premiums
 - Benefits available to either or both spouses on one policy

Products and financial services provided by

Annuity Care

- “But what if I never need or use LTC?”
- Win/Win solution
 - If you need LTC, money is available on tax-advantaged basis
 - If you don’t, the unused benefits pass to your named beneficiary

Annuity Care II

- Eligible for income-tax free withdrawals for qualifying LTC expenses under the PPA
- Other features
 - Cash value grows tax-deferred
 - Provides funds to pay monthly LTC expenses
 - Benefits available to one person or a couple (spouses)

Annuity Care II

- Built-in continuation of benefits provides LTC protection beyond the annuity value
 - Paid with convenient monthly deductions from the annuity values
 - Avoids out-of-pocket premiums
 - Monthly deductions income-tax free under the PPA
 - LTC benefit from the continuation of benefits are income tax-free under the PPA

Products and financial services provided by

Annuity Care II

- If LTC is never needed:
 - Passes to the named beneficiary
 - Another “win-win”

Products and financial services provided by

Benefits of being prepared

- Two-fold relief
 - Emotional
 - Families can concern themselves with getting the best possible care, not the burden of actually giving the care
 - Maintain control of choices
 - Financial
 - Protect finances from erosion
 - Alternative to spending down assets

Products and financial services provided by

Start building your strategy

- Questions
- Next Steps:
 - Discuss options
 - Review existing plan
 - Take action – own your solution

Products and financial services provided by

- **Products and financial services provided by The State Life Insurance Company. Annuity Care and Annuity Care II are underwritten and issued by The State Life Insurance Company, Indianapolis, IN. Policy Forms: Annuity Care form series: SA34, R508; Annuity Care II form series: SA35. Products not available in all states or may vary by state. Guarantees are subject to the claims paying ability of The State Life Insurance Company.**
- **Please review a policy illustration and Outline of Coverage describing benefits, limitations and exclusions. Surrender charges may apply to cash fund withdrawals that exceed the policy's annual free withdrawal provision, excluding long-term care withdrawals up to monthly maximum. An Eligible person is an individual named by the owner, in addition to the annuitant, for whose expenses the owner may request long-term care withdrawals. Only the owner has the right to request long-term care withdrawals.**

Not a deposit. Not FDIC insured. Not guaranteed by any bank. Not insured by any federal government agency.

LIFE INSURANCE | RETIREMENT | EMPLOYEE BENEFITS

ONEAMERICA® *companies:*

AMERICAN UNITED LIFE INSURANCE COMPANY®

AUL REINSURANCE MANAGEMENT SERVICES, LLC

ONEAMERICA SECURITIES, INC.

PIONEER MUTUAL LIFE INSURANCE COMPANY

A stock subsidiary of American United Mutual Insurance Holding Company

R.E. MOULTON, INC.

THE STATE LIFE INSURANCE COMPANY

Products and financial services provided by

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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: Flesch Certification Comments: Attachment: ARactcert.pdf		

	Item Status:	Status Date:
Bypassed - Item: Application Bypass Reason: We believe this requirement is not applicable to this advertising filing. Comments:		

