

SERFF Tracking Number: GEFA-126708559 State: Arkansas
 Filing Company: Genworth Life Insurance Company State Tracking Number: 46136
 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

Filing at a Glance

Company: Genworth Life Insurance Company

Product Name: Long Term Care Insurance SERFF Tr Num: GEFA-126708559 State: Arkansas
 TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed State Tr Num: 46136
 Sub-TOI: LTC03I.001 Qualified Co Tr Num: State Status: Closed
 Filing Type: Advertisement Reviewer(s): Marie Bennett, Harris Shearer
 Author: Andy Zimmerman Disposition Date: 07/09/2010
 Date Submitted: 07/06/2010 Disposition Status: Filed
 Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Privileged Care Coordination Brochure Status of Filing in Domicile: Pending
 Project Number: 82238 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: 07/09/2010 Explanation for Other Group Market Type:
 State Status Changed: 07/09/2010
 Deemer Date: Created By: Andy Zimmerman
 Submitted By: Andy Zimmerman 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.

Company and Contact

SERFF Tracking Number: *GEFA-126708559* *State:* *Arkansas*
Filing Company: *Genworth Life Insurance Company* *State Tracking Number:* *46136*
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TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Insurance*
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Filing Contact Information

Andy Zimmerman, Advertising Review Analyst andy.zimmerman@genworth.com
 6620 W. Broad Street 804-484-3949 [Phone]
 Long Term Care 804-281-6334 [FAX]
 Bldg. #4, 2nd Floor
 Richmond, VA 23230-1700

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	

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: AR Filing Fee=\$50. We are submitting \$50.
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$50.00	07/06/2010	37760557

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	07/09/2010	07/09/2010

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Disposition

Disposition Date: 07/09/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Cover Letter		Yes
Form	Privileged Care Coordination Brochure		Yes

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Form Schedule

Lead Form Number: 82238 06/28/10

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	82238 06/28/10	Advertising	Privileged Care Coordination Brochure	Initial		0.000	82238_06281 0.pdf

Privileged Care Coordinators do not make claims decisions, nor do they provide care.

Can I choose my own care providers?

You always choose your own care providers, 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 Coordinators provide guidance and assistance during a stressful time.

Privileged Care Coordinators 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.

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
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 solicitation of insurance is for individual policy form series 7042 Rev, 7044 Rev and 7048 (7042FL Rev & 7044FL Rev, 7042ID Rev, 7044ID Rev & 7048ID, 7042NJ Rev & 7044NJ Rev, 7042OK Rev & 7044OK Rev, 7048OK, 7042PA Rev & 7044PA Rev, 7042VT Rev & 7044VT Rev, 7042WA Rev, 7044WA Rev and 7048WA) and group policy form 7050. An insurance agent/producer may contact you. Not all policies are available in all states. Details about the benefits, costs, limitations and exclusions of these long term care insurance policies will be provided to you by a licensed insurance agent/insurance producer. Sources are available from 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.



Genworth®
Financial



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 cost, to help them stay home if long term care is needed.

How does Privileged Care Coordination help 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.

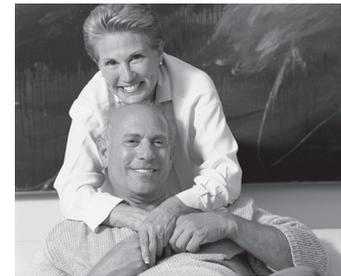
With Privileged Care Coordination you can schedule and coordinate necessary home care to help you maintain your independence and live comfortably in your own home. Privileged Care Coordination is provided to policyholders at no cost.

With Privileged Care Coordination, you can choose where you receive long term care.

If appropriate, you can stay at home and maintain your independence for as long as possible.

How does Privileged Care Coordination work?

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



The long term care providers you use can be independent; they do not have to be hired from a home health care agency. For informal 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 locating and providing the specific long term care and services you need.

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Supporting Document Schedules

Item Status:

Status

Date:

Satisfied - Item: Cover Letter

Comments:

Attachment:

AR Filing Letter Privileged Care Coordination Brochure 82238 062810.pdf



Long Term Care Insurance

6620 West Broad Street Building 4
Richmond, VA 23230

July 6, 2010

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 06/28/10**

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 8133949, fax me at 804-662-2596 or e-mail me at Andy.Zimmerman@genworth.com.

Sincerely,

Andrew A. Zimmerman

Andrew A. Zimmerman
Genworth Life Insurance Company
Sr. Advertising Compliance Analyst
Compliance/Advertising Review
Andy.Zimmerman@genworth.com

Attachments