

SERFF Tracking Number: MUTM-126731144 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 46262
Company Tracking Number: VERONICA BOOTH
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Long Term Care with Individual Annuity - AFN41078_0610
Project Name/Number: Long Term Care with Individual Annuity / AFN41078_0610

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Long Term Care with Individual SERFF Tr Num: MUTM-126731144 State: Arkansas

Annuity - AFN41078_0610

TOI: LTC06 Long Term Care - Other

SERFF Status: Closed-Filed

State Tr Num: 46262

Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: VERONICA BOOTH

State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett, Harris Shearer

Author: Veronica Booth

Disposition Date: 07/28/2010

Date Submitted: 07/20/2010

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care with Individual Annuity

Project Number: AFN41078_0610

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 07/28/2010

Status of Filing in Domicile:

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: 07/28/2010

Created By: Veronica Booth

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Veronica Booth

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

Long-Term Care Living Care Annuity Advertising

Presentation: AFN41078_0610

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

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The product advertised is a single premium deferred annuity with a long-term care insurance rider.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Product and Advertising Compliance
Regulatory Affairs
For questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
Email: advfilings@mutualofomaha.com

vb

Company and Contact

Filing Contact Information

Veronica Booth, Senior Policy Drafting & Regulatory Assistant
Regulatory Affairs
Mutual of Omaha Plaza
Omaha, NE 68175
veronica.booth@mutualofomaha.com
402-351-4737 [Phone]
402-351-5298 [FAX]

Filing Company Information

United of Omaha Life Insurance Company
Mutual of Omaha Plaza
Omaha, NE 68175
(402) 351-6420 ext. [Phone]
CoCode: 69868
Group Code: 261
Group Name:
FEIN Number: 47-0322111
State of Domicile: Nebraska
Company Type: Life Insurance
State ID Number:

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	07/20/2010	38165517

SERFF Tracking Number: MUTM-126731144 State: Arkansas
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	07/28/2010	07/28/2010

Amendments

Schedule	Schedule Item Name	Created By	Created On	Date Submitted
Form	Presentation	Veronica Booth	07/21/2010	07/21/2010

SERFF Tracking Number: MUTM-126731144 State: Arkansas
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Disposition

Disposition Date: 07/28/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: MUTM-126731144 State: Arkansas
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 46262
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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Memorandum of Variable Material		Yes
Form (revised)	Presentation		Yes
Form	Presentation		Yes

SERFF Tracking Number: MUTM-126731144 State: Arkansas
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Amendment Letter

Submitted Date: 07/21/2010

Comments:

Created amendment to replace the previous form sent.

Changed Items:

Form Schedule Item Changes:

Form Schedule Item Changes:

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
AFN41078_0610	Advertising	Presentation Initial					0.000	AFN41078_0610.pdf

SERFF Tracking Number: MUTM-126731144 State: Arkansas
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Form Schedule

Lead Form Number: AFN41078_0610

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	AFN41078_0610	Advertising Presentation	Initial		0.000	AFN41078_0610.pdf



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY

Living Care[®] Annuity

SETTING YOUR RISK **BOUNDARIES**

[Presented by **Joseph Agent**]

[January 19, 2008]

AFN41078_0610



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

**Do you have friends and/or family
members who have received
long-term care?**





**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY



**How was this
long-term care
paid for?**

Exercise 1: Values



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

What is important to you?

- Living in my home as long as I possibly can
- Sparing my spouse from the negative effects of informal caregiving
- Protecting my child(ren) and/or other family members from the emotional and financial effects of informal caregiving
- Conserving the value of my overall retirement plan if I need to pay long-term care expenses
- Preserving a certain amount of money to leave as an inheritance
- Having options besides a nursing home if I need long-term care
- Talking to my spouse and/or children about my long-term care wishes and decisions



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

How will you protect your:

- Choices
- Assets
- Relationships
- Estate

Agenda



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

- 1. Assumptions About Long-Term Care Risks**
- 2. Risk Boundaries**
- 3. Living Care[®] Annuity**



Exercise 2



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

**What are your assumptions about
long-term care?**

Question 1



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

Of people turning age 65 today, more than half will need some form of long-term care during retirement.

- **True**
- **About 70% of individuals over 65 will require some type of long-term care during their lifetime**

Source: U.S. Department of Health and Human Services, "National Clearinghouse for Long Term Care," 10/22/2008

Question 2



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

If you need long-term care, Medicare or Medicaid covers the expenses.

False

Question 3



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

If you think you have enough money to self-fund your potential long-term care expenses, you do not need to consider long-term care insurance.

● False

The Risk of Self-Funding



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

	Assets at Beginning of Year	Net Interest Earnings	Annual Cost of Living Expenses	LTC Expenses	Assets at End of Year
Year 1	\$500,000	\$28,618	-\$30,000	-\$75,000	\$421,618
Year 2	\$421,618	\$21,765	-\$30,900	-\$78,750	\$333,733
Year 3	\$333,733	\$16,335	-\$31,827	-\$82,688	\$235,554
Year 4	\$235,554	\$10,281	-\$32,782	-\$86,822	\$126,231
Year 5	\$126,231	\$3,550	-\$33,765	-\$91,163	\$4,853
Year 6	\$4,853	Depleted	Depleted	Depleted	Depleted

Question 4



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL *of* OMAHA COMPANY

Informal caregiving is often handled by spouses or family members.

● True

A Caregivers Investment



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

- Family caregivers spend an average of 20 hours per week caring for their loved ones, while 13% of family caregivers are providing 40 or more hours of care a week.*
- The estimated value that family caregivers provide for “free”, when caring for older adults, is \$375 billion per year. This is nearly twice as much as the amount spent on homecare and nursing home services combined (\$158 billion).**
- 47% of working caregivers indicate that an increase in caregiving expenses has caused them to deplete all or most of their savings.**

* Source: Caregiving in the United States, National Alliance for Caregiving in collaboration with AARP, November 2009

** Source: Evercare Survey of Economic Downturn and its Impact on Family Caregiving; National Alliance for Caregiving and Evercare, March 2009

Question 5



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

Nursing home care is the only long-term care option.

False

Long-Term Care Choices



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

Long-term care can be delivered in a number of ways:

- **Services at home from a nurse, home health/home care aide, therapist or homemaker**
- **Care in the community**
- **Care in a variety of long-term care facilities**

Question 6



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

The average amount of time an individual receives long-term care services is one year.

- **False**
- **Average length of long-term care services:***
 - Nursing Home: 30 months**
 - Assisted Living: 27 months**
 - Home Care: 10 months**

*American Association for Long-Term Care Insurance, "The 2008 Source Book for Long-Term Care Information," pages 14, 16, 18 and 26

Question 7



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL *of* OMAHA COMPANY

The national average annual cost of a semi-private room in a nursing home is [\$64,605].

● True

*Mutual of Omaha's Care Cost-of-Care Survey conducted by [CareScout], [2008]



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

**You can set limits, or boundaries,
on the risks you're willing to allow
into your retirement plan.**





**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL *of* OMAHA COMPANY

What are risk boundaries?

- Objectives
- Limits
- Preferences



Risk boundaries can help you:



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

- **Protect** your overall retirement plan assets if you live many years in retirement.
- **Set** constraints on the amount of market risk you're willing to allow into your overall retirement plan.
- **Determine** what allowable limits you'd like to place on your tax obligations.
- **Conserve** your retirement savings in the event you need long-term care.
- **Preserve** your legacy wishes.

Living Care[®] Annuity



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

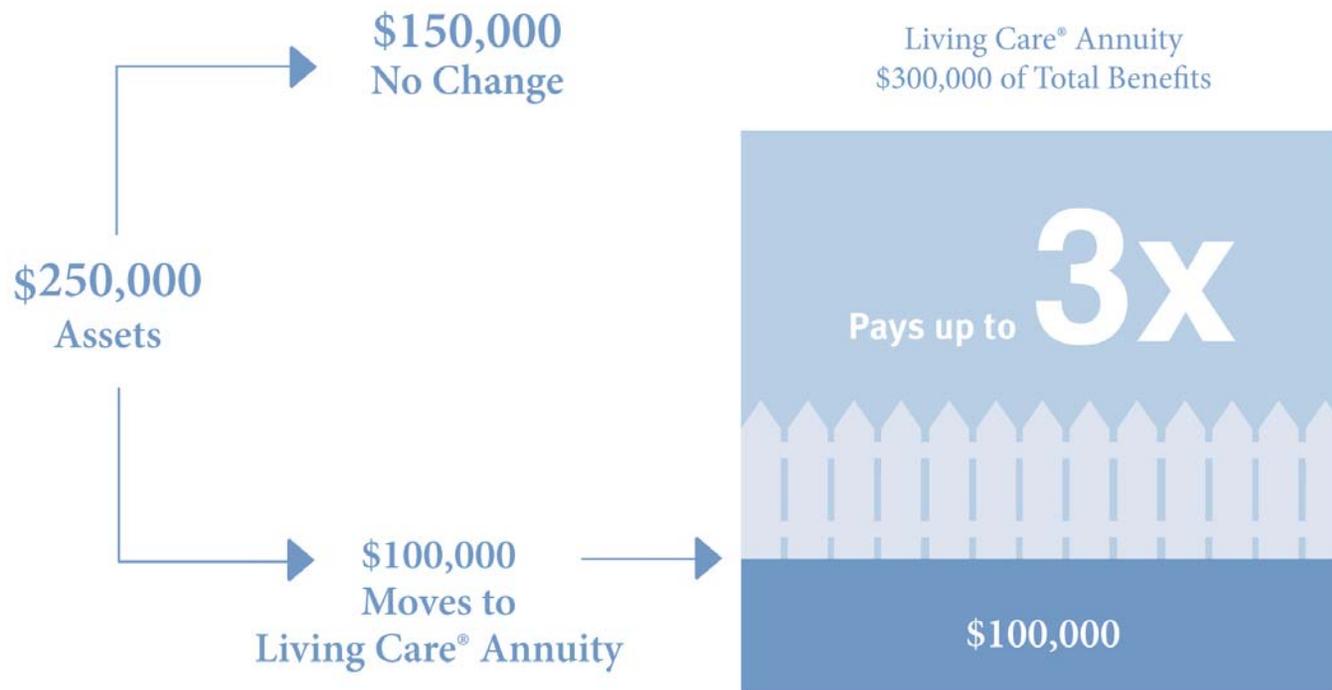
- **Save money for retirement**
- **Plan for the possibility of needing long-term care**

Living Care[®] Annuity



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

The Power of Repositioning a Portion of Your Retirement Assets



By repositioning \$100,000 of assets, Living Care[®] Annuity pays up to three times the annuity value for most types of long-term care services.

Living Care[®] Annuity

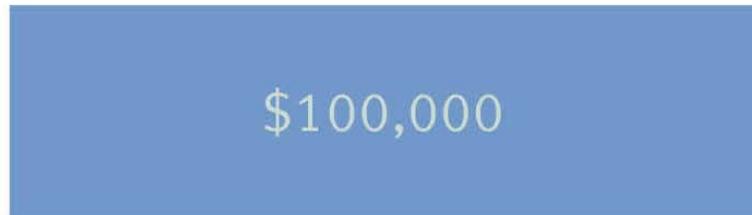


UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

Annuity Value
\$100,000



Maximum
Long-Term Care Benefits
\$300,000



Annuity Value Additional Benefits

How Does Living Care[®] Annuity Work?



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

1

Your single premium establishes the annuity value.



2

The Living Care[®] Annuity account value grows over a two-year period at a guaranteed rate of interest.



3

Beginning in year 3, you'll have access to long-term care benefits if you need them or your account will continue to grow if you don't.



Living Care[®] Annuity Benefits



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

If you need Long-Term Care

- Receive up to three times the annuity value, at time of first claim, in long-term care benefits
- Help preserve your overall retirement assets by using this portion of your money to pay for at least six years of long-term care
- Help protect your spouse and family from the emotional, physical, and financial toll of caregiving
- Help ensure your choice of care options

Living Care[®] Annuity Benefits



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

If you don't need Long-Term Care

- Earn a guaranteed rate of interest on your savings
- Take advantage of tax-deferred growth
- Access your principal through partial withdrawals or lifetime income options
- Provide a death benefit to your beneficiaries that's equal to the annuity value at time of death
- Avoid probate of these funds

Living Care® Annuity – Henry’s Story



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

Henry – Age 65

- **Wants to protect his wife and son from informal caregiving**
- **Wants to protect his overall retirement plan assets**
- **Wants to leave an inheritance for his son**



If Henry needs long-term care...



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

Henry, Age 65, \$100,000 Single Premium, Assumed Interest Rate of 3%

End of Year	Long-Term Care Benefit	
	Maximum LTC Daily Benefit	Maximum LTC Lifetime Benefit
1	–	–
2	–	–
3	\$145	\$317,900
4	\$148	\$324,191
5	\$151	\$330,606
10	\$167	\$364,636
15	\$184	\$402,169
20	\$203	\$443,566

This illustration assumes no withdrawals, the guaranteed minimum interest rate, no inflation protection endorsement and current long-term care monthly deductions. It's important to note that any withdrawals reduce long-term care benefits by three times the withdrawal amount.

If Henry needs long-term care...



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

Covered long-term care benefits include:

- Nursing Home Care
- Home Health Care
- Assisted Living Facility Care
- Alternative Care Services
- Adult Day Care
- Care Coordinator Service
- Caregiver Training
- Homemaker Services
- Personal Care
- Respite Care
- Care Planning
- Hospice Care

If Henry doesn't need long-term care...



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

Henry, Age 65, \$100,000 Single Premium, Assumed Interest rate of 3%

End of Year	Annuity Value	
	Projected Annuity Value	Projected Annuity Surrender Value
1	\$101,894	\$92,724
2	\$103,910	\$95,494
3	\$105,967	\$98,337
4	\$108,064	\$101,256
5	\$110,202	\$104,251
10	\$121,545	\$120,451
15	\$134,056	\$134,056
20	\$147,855	\$147,855

The illustration assumes no withdrawals, the guaranteed minimum interest rate, no inflation protection endorsement and current long-term care monthly deductions. It's important to note that any withdrawals reduce long-term benefits by three times the withdrawal amount.



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL *of* OMAHA COMPANY

What are your risk boundaries?

- Objectives
- Limits
- Preferences



What are your options for setting long-term care risk boundaries?



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

I can help you:

- Assess your personal long-term care risks and care preferences
- Plan ahead to preserve your assets, protect your family, and ensure your choice of care options
- Discover strategies for including long-term care in your overall retirement plan

United of Omaha



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

Rating Company	Mutual of Omaha United of Omaha
A.M. Best Company, Inc. (for overall financial strength and ability to meet ongoing obligations to policyholders)	A+ (Superior) This rating is second highest of 16
Moody's Investors Service (for current financial strength and ability to withstand financial stress in the future)	Aa3 (Excellent) This rating is fourth highest of 21
Standard & Poor's (for financial strength to meet obligations to policyholders)	AA- (Very Strong) This rating is fourth highest of 21

[Ratings as of June 2010]

The ratings refer only to the overall financial status of the company and is not a recommendation of the specific policy provisions, rates or practices of the insurance company.

Disclaimers



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

Important: This is a general description of *Living Care® Annuity*. It does not include all terms, conditions, rules and/or exclusions. Please read the *Living Care® Annuity* contract and refer to your outline of coverage for complete details. Your United of Omaha agent can provide you with a copy of this contract.

Annuities are underwritten by **United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Not available in all states. Coverage may vary by state.** Exclusions and limitations may apply. The information contained herein is not intended to serve as or be a substitute for tax or legal advice. Consult with your legal or tax professional before taking any action. Contract forms B420LNA07P, B439LNA07R, B422LNA07R, B440LNA07R or state equivalent (in OK, B564LOK07P, B532LOK07R, B422LNA07R, B440LNA07R; in LA, B756LLA07P, B540LLA07R, B422LNA07R, B589LLA07R; in NC, C084LNC08P, B548LNC07R, B996LNC07R, C520LNC08R).

This is a solicitation of insurance. An agent may contact you by telephone.

SERFF Tracking Number: MUTM-126731144 State: Arkansas
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Company Tracking Number: VERONICA BOOTH
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Product Name: Long Term Care with Individual Annuity - AFN41078_0610
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Supporting Document Schedules

Item Status:

Status

Date:

Satisfied - Item: Memorandum of Variable Material

Comments:

Attachment:

AFN41078_0610 - MOV.pdf

VARIABLE MATERIAL FOR ADVERTISING FORM

Form Number: AFN41078_0610

State: All states except CA, CT, DC, FL, HI, ID, KS, MA, MD, MT, NH, NJ, OH, OR, PA, PR, TN, TX, VA, VI, VT, WA

The following information in the aforementioned advertisement is bracketed to denote variable material.

<u>Section</u>	<u>Explanation</u>
1. Front cover, middle of page; [Presented by Joseph Agent] [January 19, 2008]	1. This will be variable depending on the agent doing the presentation and the date it is given.
2. Page 17 "The national average annual cost of a semi-private room in a nursing home is [\$64,605]." *Mutual of Omaha's Care Cost-of-Care Survey conducted by [CareScout], [2008]	1. In the December/January time frame we will update our Cost-of-Care Survey and our new vendor will be UniVita and year will change to 2010. The dollar amounts may change based off of the new survey.
3. Page 33 Ratings for United of Omaha Life Insurance Company	1. Bracketing the "Rates as of July 2010" incase we need to change the date within the 24 months this piece is approved for.

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Superseded Schedule Items

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Creation Date:	Schedule	Schedule Item Name	Replacement Creation Date	Attached Document(s)
07/20/2010	Form	Presentation	07/21/2010	AFN41078_0610.pdf (Superseded)



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY

Living Care[®] Annuity

SETTING YOUR RISK **BOUNDARIES**

[Presented by **Joseph Agent**]

[January 19, 2008]

AFN41078_0610



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

**Do you have friends and/or family
members who have received
long-term care?**





**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY



**How was this
long-term care
paid for?**

Exercise 1: Values



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

What is important to you?

- Living in my home as long as I possibly can
- Sparing my spouse from the negative effects of informal caregiving
- Protecting my child(ren) and/or other family members from the emotional and financial effects of informal caregiving
- Conserving the value of my overall retirement plan if I need to pay long-term care expenses
- Preserving a certain amount of money to leave as an inheritance
- Having options besides a nursing home if I need long-term care
- Talking to my spouse and/or children about my long-term care wishes and decisions



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

How will you protect your:

- Choices
- Assets
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Agenda



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

- 1. Assumptions About Long-Term Care Risks**
- 2. Risk Boundaries**
- 3. Living Care[®] Annuity**



Exercise 2



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL *of* OMAHA COMPANY

**What are your assumptions about
long-term care?**

Question 1



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

Of people turning age 65 today, more than half will need some form of long-term care during retirement.

- **True**
- **About 70% of individuals over 65 will require some type of long-term care during their lifetime**

Question 2



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

If you need long-term care, Medicare or Medicaid covers the expenses.

False

Question 3



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

If you think you have enough money to self-fund your potential long-term care expenses, you do not need to consider long-term care insurance.

● False

The Risk of Self-Funding



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

	Assets at Beginning of Year	Net Interest Earnings	Annual Cost of Living Expenses	LTC Expenses	Assets at End of Year
Year 1	\$500,000	\$28,618	-\$30,000	-\$75,000	\$421,618
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Year 3	\$333,733	\$16,335	-\$31,827	-\$82,688	\$235,554
Year 4	\$235,554	\$10,281	-\$32,782	-\$86,822	\$126,231
Year 5	\$126,231	\$3,550	-\$33,765	-\$91,163	\$4,853
Year 6	\$4,853	Depleted	Depleted	Depleted	Depleted

Question 4



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL *of* OMAHA COMPANY

Informal caregiving is often handled by spouses or family members.

● True

A Caregivers Investment



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

- Family caregivers spend an average of 20 hours per week caring for their loved ones, while 13% of family caregivers are providing 40 or more hours of care a week.*
- The estimated value that family caregivers provide for “free”, when caring for older adults, is \$375 billion per year. This is nearly twice as much as the amount spent on homecare and nursing home services combined (\$158 billion).**
- 47% of working caregivers indicate that an increase in caregiving expenses has caused them to deplete all or most of their savings.**

* Source: Caregiving in the United States, National Alliance for Caregiving in collaboration with AARP, November 2009

** Source: Evercare Survey of Economic Downturn and its Impact on Family Caregiving; National Alliance for Caregiving and Evercare, March 2009

Question 5



UNITED OF OMAHA LIFE
INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

Nursing home care is the only long-term care option.

False

Long-Term Care Choices



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

Long-term care can be delivered in a number of ways:

- **Services at home from a nurse, home health/home care aide, therapist or homemaker**
- **Care in the community**
- **Care in a variety of long-term care facilities**

Question 6



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The average amount of time an individual receives long-term care services is one year.

- **False**
- **Average length of long-term care services:***
 - Nursing Home: 30 months**
 - Assisted Living: 27 months**
 - Home Care: 10 months**

*American Association for Long-Term Care Insurance, "The 2008 Source Book for Long-Term Care Information," pages 14, 16, 18 and 26

Question 7



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The national average annual cost of a semi-private room in a nursing home is [\$64,605].

● True

*Mutual of Omaha's Care Cost-of-Care Survey conducted by [CareScout], [2008]



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**You can set limits, or boundaries,
on the risks you're willing to allow
into your retirement plan.**





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What are risk boundaries?

- Objectives
- Limits
- Preferences



Risk boundaries can help you:



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- **Protect** your overall retirement plan assets if you live many years in retirement.
- **Set** constraints on the amount of market risk you're willing to allow into your overall retirement plan.
- **Determine** what allowable limits you'd like to place on your tax obligations.
- **Conserve** your retirement savings in the event you need long-term care.
- **Preserve** your legacy wishes.

Living Care[®] Annuity



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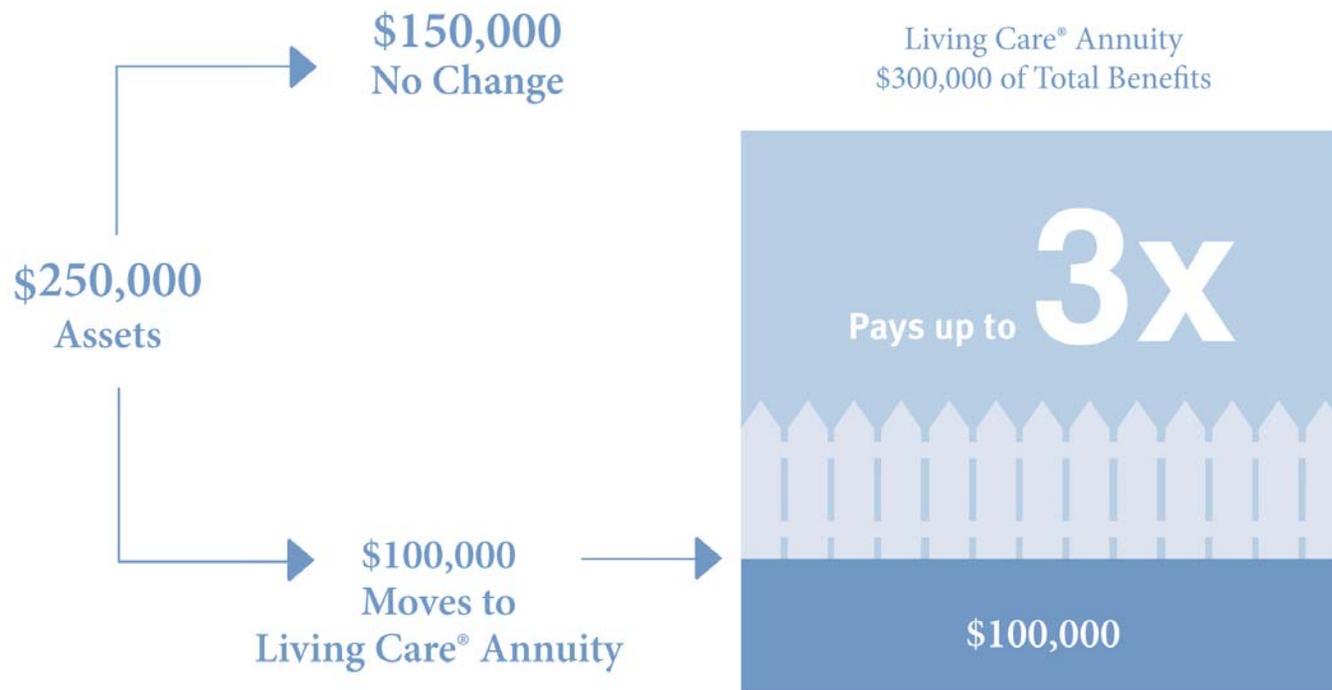
- **Save money for retirement**
- **Plan for the possibility of needing long-term care**

Living Care[®] Annuity



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The Power of Repositioning a Portion of Your Retirement Assets



By repositioning \$100,000 of assets, Living Care[®] Annuity pays up to three times the annuity value for most types of long-term care services.

Living Care[®] Annuity

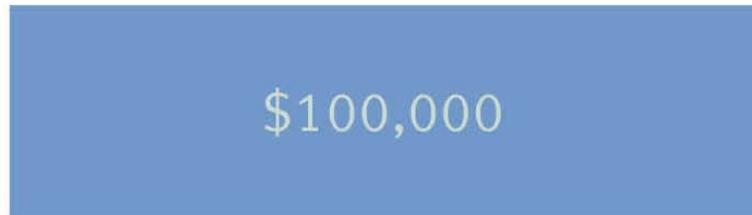


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Annuity Value
\$100,000



Maximum
Long-Term Care Benefits
\$300,000



\$100,000



Pays up to **3x**

\$100,000

Annuity Value Additional Benefits

How Does Living Care[®] Annuity Work?



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1

Your single premium establishes the annuity value.



2

The Living Care[®] Annuity account value grows over a two-year period at a guaranteed rate of interest.



3

Beginning in year 3, you'll have access to long-term care benefits if you need them or your account will continue to grow if you don't.



Living Care[®] Annuity Benefits



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If you need Long-Term Care

- Receive up to three times the annuity value, at time of first claim, in long-term care benefits
- Help preserve your overall retirement assets by using this portion of your money to pay for at least six years of long-term care
- Help protect your spouse and family from the emotional, physical, and financial toll of caregiving
- Help ensure your choice of care options

Living Care[®] Annuity Benefits



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If you don't need Long-Term Care

- Earn a guaranteed rate of interest on your savings
- Take advantage of tax-deferred growth
- Access your principal through partial withdrawals or lifetime income options
- Provide a death benefit to your beneficiaries that's equal to the annuity value at time of death
- Avoid probate of these funds

Living Care® Annuity – Henry’s Story



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Henry – Age 65

- **Wants to protect his wife and son from informal caregiving**
- **Wants to protect his overall retirement plan assets**
- **Wants to leave an inheritance for his son**

If Henry needs long-term care...



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Henry, Age 65, \$100,000 Single Premium, Assumed Interest Rate of 3%

End of Year	Long-Term Care Benefit	
	Maximum LTC Daily Benefit	Maximum LTC Lifetime Benefit
1	–	–
2	–	–
3	\$145	\$317,900
4	\$148	\$324,191
5	\$151	\$330,606
10	\$167	\$364,636
15	\$184	\$402,169
20	\$203	\$443,566

This illustration assumes no withdrawals, the guaranteed minimum interest rate, no inflation protection endorsement and current long-term care monthly deductions. It's important to note that any withdrawals reduce long-term care benefits by three times the withdrawal amount.

If Henry needs long-term care...



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Covered long-term care benefits include:

- Nursing Home Care
- Home Health Care
- Assisted Living Facility Care
- Alternative Care Services
- Adult Day Care
- Care Coordinator Service
- Caregiver Training
- Homemaker Services
- Personal Care
- Respite Care
- Care Planning
- Hospice Care

If Henry doesn't need long-term care...



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Henry, Age 65, \$100,000 Single Premium, Assumed Interest rate of 3%

End of Year	Annuity Value	
	Projected Annuity Value	Projected Annuity Surrender Value
1	\$101,894	\$92,724
2	\$103,910	\$95,494
3	\$105,967	\$98,337
4	\$108,064	\$101,256
5	\$110,202	\$104,251
10	\$121,545	\$120,451
15	\$134,056	\$134,056
20	\$147,855	\$147,855

The illustration assumes no withdrawals, the guaranteed minimum interest rate, no inflation protection endorsement and current long-term care monthly deductions. It's important to note that any withdrawals reduce long-term benefits by three times the withdrawal amount.



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What are your risk boundaries?

- Objectives
- Limits
- Preferences



What are your options for setting long-term care risk boundaries?



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I can help you:

- Assess your personal long-term care risks and care preferences
- Plan ahead to preserve your assets, protect your family, and ensure your choice of care options
- Discover strategies for including long-term care in your overall retirement plan

United of Omaha



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Rating Company	Mutual of Omaha United of Omaha
A.M. Best Company, Inc. (for overall financial strength and ability to meet ongoing obligations to policyholders)	A+ (Superior) This rating is second highest of 16
Moody's Investors Service (for current financial strength and ability to withstand financial stress in the future)	Aa3 (Excellent) This rating is fourth highest of 21
Standard & Poor's (for financial strength to meet obligations to policyholders)	AA- (Very Strong) This rating is fourth highest of 21

[Ratings as of June 2010]

The ratings refer only to the overall financial status of the company and is not a recommendation of the specific policy provisions, rates or practices of the insurance company.

Disclaimers



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Important: This is a general description of *Living Care® Annuity*. It does not include all terms, conditions, rules and/or exclusions. Please read the *Living Care® Annuity* contract and refer to your outline of coverage for complete details. Your United of Omaha agent can provide you with a copy of this contract.

Annuities are underwritten by **United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Not available in all states. Coverage may vary by state.** Exclusions and limitations may apply. The information contained herein is not intended to serve as or be a substitute for tax or legal advice. Consult with your legal or tax professional before taking any action. Contract forms B420LNA07P, B439LNA07R, B422LNA07R, B440LNA07R or state equivalent (in OK, B564LOK07P, B532LOK07R, B422LNA07R, B440LNA07R; in LA, B756LLA07P, B540LLA07R, B422LNA07R, B589LLA07R; in NC, C084LNC08P, B548LNC07R, B996LNC07R, C520LNC08R).