

SERFF Tracking Number: LCNC-126826853 State: Arkansas  
Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 46876  
Company Tracking Number: 2046141  
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other  
Product Name: Lincoln Long-Term Care Fixed Annuity Advertising Material  
Project Name/Number: Lincoln Long-Term Care Fixed Annuity Advertising Material/2046141

## Filing at a Glance

Company: The Lincoln National Life Insurance Company

Product Name: Lincoln Long-Term Care Fixed Annuity Advertising Material SERFF Tr Num: LCNC-126826853 State: Arkansas

Product Name: Lincoln Long-Term Care Fixed Annuity Advertising Material

TOI: LTC06 Long Term Care - Other

SERFF Status: Closed-Filed

State Tr Num: 46876

Sub-TOI: LTC06.000 Long Term Care - Other

Co Tr Num: 2046141

State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett, Harris Shearer

Author: Anabela Tavares

Disposition Date: 09/27/2010

Date Submitted: 09/23/2010

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Lincoln Long-Term Care Fixed Annuity Advertising Material

Status of Filing in Domicile: Authorized

Project Number: 2046141

Date Approved in Domicile:

Requested Filing Mode:

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: 09/27/2010

Explanation for Other Group Market Type:

State Status Changed: 09/27/2010

Deemer Date:

Created By: Anabela Tavares

Submitted By: Anabela Tavares

Corresponding Filing Tracking Number:

Filing Description:

The Lincoln National Life Insurance Company

NAIC# 020-65676 FEIN # 35-0472300

Re: NEW SUBMISSION

Advertising Filing – Fixed Annuity with Long Term Care

Form(s): 2046141 – Lincoln Long-Term CareSM Fixed Annuity – Client Guide

SERFF Tracking Number: LCNC-126826853 State: Arkansas  
 Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 46876  
 Company Tracking Number: 2046141  
 TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other  
 Product Name: Lincoln Long-Term Care Fixed Annuity Advertising Material  
 Project Name/Number: Lincoln Long-Term Care Fixed Annuity Advertising Material/2046141

Dear Sir or Madam:

Attached for your review and approval is the above-referenced advertising form. This form is new and does not replace any other form previously approved by your Department.

This advertising brochure will be used with base contract 06-608 approved by your department on February 2, 2006 and riders AE-227, AE-235 and AE-236 approved on February 18, 2010.

If you need any additional information, please contact me toll-free at 1-800-238-6252, Extension 2307. Thank you for your attention to this matter.

## Company and Contact

### Filing Contact Information

Anabela Tavares, Compliance Coordinator anabela.tavares@lfg.com  
 350 Church Street 860-466-2307 [Phone]  
 Hartford , CT 06103 860-466-1348 [FAX]

### Filing Company Information

The Lincoln National Life Insurance Company CoCode: 65676 State of Domicile: Indiana  
 350 Church Street - MPM1 Group Code: 20 Company Type: Life  
 Hartford, CT 06103-1106 Group Name: State ID Number:  
 (860) 466-2899 ext. [Phone] FEIN Number: 35-0472300

-----

## Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Lincoln National Life Insurance Company	\$50.00	09/23/2010	39802616

SERFF Tracking Number: LCNC-126826853 State: Arkansas  
Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 46876  
Company Tracking Number: 2046141  
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other  
Product Name: Lincoln Long-Term Care Fixed Annuity Advertising Material  
Project Name/Number: Lincoln Long-Term Care Fixed Annuity Advertising Material/2046141

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	09/27/2010	09/27/2010

*SERFF Tracking Number:* LCNC-126826853      *State:* Arkansas  
*Filing Company:* The Lincoln National Life Insurance Company      *State Tracking Number:* 46876  
*Company Tracking Number:* 2046141  
*TOI:* LTC06 Long Term Care - Other      *Sub-TOI:* LTC06.000 Long Term Care - Other  
*Product Name:* Lincoln Long-Term Care Fixed Annuity Advertising Material  
*Project Name/Number:* Lincoln Long-Term Care Fixed Annuity Advertising Material/2046141

## **Disposition**

Disposition Date: 09/27/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: LCNC-126826853 State: Arkansas  
Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 46876  
Company Tracking Number: 2046141  
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other  
Product Name: Lincoln Long-Term Care Fixed Annuity Advertising Material  
Project Name/Number: Lincoln Long-Term Care Fixed Annuity Advertising Material/2046141

<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form</b>	Lincoln Long-Term Care fixed annuity - Client Guide		Yes

SERFF Tracking Number: LCNC-126826853 State: Arkansas  
 Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 46876  
 Company Tracking Number: 2046141  
 TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other  
 Product Name: Lincoln Long-Term Care Fixed Annuity Advertising Material  
 Project Name/Number: Lincoln Long-Term Care Fixed Annuity Advertising Material/2046141

## Form Schedule

**Lead Form Number: 2046141**

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	2046141	Advertising	Lincoln Long-Term Care fixed annuity - Client Guide	Initial		0.000	2046141.pdf



**Lincoln**  
Financial Group<sup>SM</sup>

FOR INCOME

Lincoln Fixed Annuities

# *Lincoln Long-Term Care<sup>SM</sup>* fixed annuity

Flexibility and control for your future

**Client Guide**

Hello future.<sup>®</sup>

The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company.

The Lincoln National Life Insurance Company

Not a deposit | Not FDIC-insured | May go down in value

Not insured by any federal government agency

Not guaranteed by any bank or savings association

## WE BELIEVE...

LINCOLN FOR INCOME

Your income  
should last  
your lifetime

Your income  
should weather  
the market's ups  
and downs

Your income  
should have  
the potential  
to grow



Your income should help protect your lifestyle

## IT ALL COMES DOWN TO ASSET PROTECTION

There are many things that can jeopardize your retirement lifestyle. One of the most overlooked risks is the cost of long-term care. The quickly rising costs of long-term care can easily drain your retirement savings.

### THE REALITIES OF LONG-TERM CARE

**70%** **THE ODDS ARE THAT YOU WILL NEED IT**  
Approximately 70% of Americans currently age 65 or older will need some type of long-term care.

**40%** **YOU MAY NEED IT SOONER THAN YOU THINK**  
Approximately 40% of people currently receiving long-term care are under age 65.

 **IT COULD BE MORE EXPENSIVE THAN YOU THINK**  
Long-term care expenses are growing faster than inflation. Doing nothing to prepare now could be very costly later.

#### 2009 NATIONAL AVERAGE ANNUAL COSTS FOR LONG-TERM CARE SERVICES



"LifePlans, Long-Term Care Market Summary;" [www.LincolnFinancial.com](http://www.LincolnFinancial.com)>Research & Analysis; January 15, 2010. For a printed copy of the report, call 877 Ask-Lincoln.

To have confidence that your retirement income can weather these challenges, you need a solution that works for you.

# AT LINCOLN, YOUR FUTURE CAN BE MORE SECURE

Fixed annuities are designed to help those with a low risk tolerance who seek to preserve a portion of their wealth by providing a fixed rate of return on their money. A *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity can also provide long-term care benefits that add an extra level of protection.

## THE TRUTH ABOUT LONG-TERM CARE

Most people don't expect to require long-term care and therefore may not have sufficient savings to cover it. They aren't prepared for the impact these costs can have when they come, and their retirement savings can be decimated as a result. As the need and price for long-term care continues to climb, how can you make sure you're ready to face the future before putting your savings at risk?

### A PLAN FOR TODAY

A *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity offers an innovative and tax-advantaged way to help manage the impact of long-term care expenses. With this product you have two options, double leverage or triple leverage. This product makes your dollars go further by providing two or three times your premium in long-term care benefits depending on which option you choose. Contract growth will also be added to your long-term care benefit, helping to increase its effectiveness.

### FLEXIBILITY FOR TOMORROW

*What if you never need long-term care, or if your needs change?*

- Once you have purchased a *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity, you can keep it in place for as long as you like and continue to earn interest.
- Or, you can select other income options.

### OUR PAST — YOUR FUTURE

You might not access your long-term care benefit for 20 to 30 years. That's why it's especially important to choose a company with a history of strength and ability to pay. Lincoln has over 100 years of trusted service in the financial industry, so you can feel confident with your future.

# YOUR SAVINGS IS WORTH MORE...

With a *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity, you can reposition a portion of your after-tax savings to generate two or three times your premium in long-term care benefits that are intended to be income tax-free<sup>1</sup>. And, your benefit will grow with interest earnings.

## HOW TO GET STARTED

Unlike most long-term care insurance, there's no need for a visit to the doctor to obtain coverage. All you need to do is follow three simple steps:

- ▶ Prequalify by 1) reviewing the medical statements on the *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity eligibility statements form to ensure you can respond appropriately, and 2) verifying that you are not taking certain prescription medications. (See the list in the accompanying forms packet.)
- ▶ If you qualify, simply fill out the *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity application.
- ▶ After a very short review of your medical statements and a prescription drug screening to confirm that you are not taking certain prescription medications, we process *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity. It's that simple.

Read this hypothetical example to see how a *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity might work. This hypothetical example is for illustrative purposes only and assumes: \$100,000 single premium and a contract growth of \$12,000; with no withdrawals taken.



### CATHERINE, AGE 62

#### Catherine's primary concerns with her long-term care:

- Protecting her savings from the impact of long-term care costs
- Maintaining financial independence
- Increasing her long-term care dollars
- Retaining a death benefit for her children

Catherine has been careful in saving money for her retirement. She didn't want the costs of long-term care to take her by surprise or put a heavy burden on her family. Five years ago, (at age 57) she used \$100,000 of her \$1 million portfolio to purchase a *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity with the triple leverage option.

*Lincoln Long-Term Care*<sup>SM</sup>  
every dollar

Catherine used \$100,000 to purchase a *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity.

1  
Catherine's  
\$100,000  
premium

<sup>1</sup> Long-term care reimbursements are generally tax-free.

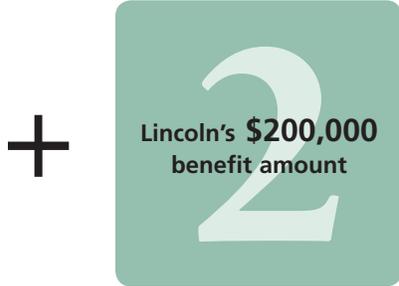
<sup>2</sup> It's possible that the annual fee will exceed the benefit.

<sup>3</sup> Benefits are drawn from your original principal. For other services, such as home or hospice care. For other services, if the benefit is not used in a given year, the unused portion of the benefit will be used in a given year, the unused portion of the benefit will be used in a given year, the unused portion of the benefit will be used in a given year.

## ...AND IT'S EASY TO ACCESS YOUR BENEFITS

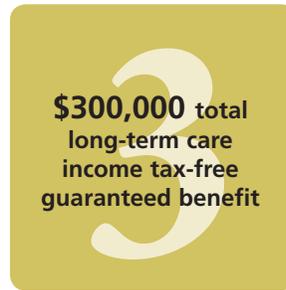
**Lincoln Long-Term Care<sup>SM</sup> fixed annuity, with the triple leverage option, turns every dollar into three dollars of future long-term care benefits.**

Lincoln increases Catherine's future long-term care benefits with \$200,000.



=

The *Lincoln Long-Term Care<sup>SM</sup>* fixed annuity increased Catherine's guaranteed long-term care benefit to three times her single premium payment.



+

\$12,000 of contract growth benefit increases Catherine's future annual benefit payments, equally spread out over the benefit period. Contract growth is based on crediting rates at time of purchase and the annual fee.<sup>2</sup>

Upon verifying her eligibility for long-term care benefits after the fifth year, Catherine could access her income tax-free maximum annual benefit of \$52,000, paid out over a minimum six-year benefit period as monthly payments of \$4,333.33.<sup>3</sup>

If Catherine needs her long-term care benefit sooner, she can begin to receive payments after her first year. She will still receive the same total amount, just with a smaller annual benefit paid over a longer period of time. Before long-term care benefit payments are received, a 90-day deductible period must first be satisfied. Additionally, benefits are not available in the first contract year.

Catherine does not need to submit her expenses for reimbursement—once she's eligible for her benefit and receiving care, it is paid to her automatically subject to periodic verification of ongoing eligibility.

### If she never needs long-term care

Unlike traditional long-term care insurance, Catherine still retains her annuity contract value and death benefit if she never needs to use her long-term care benefits.

Catherine can also make withdrawals from the annuity contract value, or she can choose one of Lincoln's fixed annuity income payout options.

Withdrawals taken for purposes other than for long-term care benefits will reduce your total long-term care guaranteed benefit on a pro rata basis, which means the amount of the reduction may be more than the amount withdrawn.

<sup>1</sup> Generally income tax-free under IRC Section 104(a)(3).

<sup>2</sup> Exceed the amount of interest credited in a contract year.

<sup>3</sup> Single premium first. The maximum annual long-term care benefit is paid for nursing care. If the maximum annual benefit is not used in a contract year, 50% of the maximum annual benefit is paid. If the maximum benefit is not used in a contract year, 50% of the maximum annual benefit is added on to the end of the benefit period. If the maximum long-term care benefit is not used in a contract year, the unused portion will be allocated over the benefit period.

# COVERAGE AND ELIGIBILITY

## UNDERSTANDING COVERAGE COSTS

Currently, the annual fee for a *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity has two components, an Acceleration Charge and an Extension Charge. Currently the Acceleration Charge is zero\*. The Extension Charge is for the long-term care benefit amount Lincoln provides. The amount of the fee is based on whether you choose the double or triple leverage option. For additional information regarding fees, please reference the *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity Facts-at-a-Glance.

Lincoln's long-term care benefit charge (based on age at issue)**						
Triple Leverage Option	Age 45-49	Age 50-54	Age 55-59	Age 60-64	Age 65-69	Age 70-74
	0.26%	0.30%	0.32%	0.38%	0.50%	0.68%
Double Leverage Option	Age 45-49	Age 50-54	Age 55-59	Age 60-64	Age 65-69	Age 70-74
	0.40%	0.44%	0.46%	0.50%	0.58%	0.72%

Here is how the annual cost for a *Lincoln Long-Term Care*<sup>SM</sup> fixed annuity with the triple leverage option was calculated for Catherine (based on her age of 57 at time of purchase)

**\$200,000 x 0.32% = \$640**  
(deducted from Catherine's contract value)

**\$100,000 x 0.46% = \$460**  
(deducted from Catherine's contract value if she would have chosen the double leverage option)

## BENEFIT ELIGIBILITY

You will become eligible to receive benefits after your first contract anniversary, and maximum annual long-term care benefits will be available after year five. Before long-term care benefit payments are received, a 90-day deductible period must first be satisfied.

You will be eligible for long-term care benefits if you have and follow a Plan of Care prescribed by a Licensed Health Care Practitioner. Additionally, a Licensed Health Care Practitioner must certify you as being chronically ill, which is the incapacity to perform two of six activities of daily living (ADLs) for at least 90 days, and/or you have a severe cognitive disability that requires you to have substantial supervision, and you receive qualified long-term care services. The ADLs include bathing, continence, dressing, eating, toileting and transferring. Qualified long-term care services includes Maintenance or Personal Care service, or any diagnostic, preventive, therapeutic, curing, treating, mitigating, and rehabilitative service.

100% of the annual long-term care benefit is available if you are residing in a nursing home or are receiving hospice care. If you are receiving other qualified

long-term care services, 50% of the maximum annual benefit is available. Benefits are paid out automatically (subject to periodic verification of ongoing eligibility) on a monthly basis.

If the maximum monthly long-term care benefit amount exceeds the limits under IRS rules, which for 2010 is \$290.00 per day/\$105,850 annually, amounts received by you in excess of this limit may be excludable from ordinary income to the extent that you have actually incurred long-term care expenses of that amount. You should take into account the IRS limit when selecting the amount of monthly long-term care benefit you would like to receive. Please consult with your tax advisor for further guidance.

\* After the surrender charge period, Lincoln may, at its discretion, change the Acceleration Charge percentage. Any such change will be made on a class basis in a nondiscriminatory manner.

\*\* After the surrender charge period, Lincoln may, at its discretion, change the Extension Charge percentage. Any such change will be made on a class basis in a nondiscriminatory manner and will be subject to approval by the state insurance authorities where the contract is delivered, as required by law.



## HELPING YOU FACE YOUR FUTURE WITH CONFIDENCE

At Lincoln Financial Group, we've spent more than 100 years living up to the character of our namesake: integrity, honesty, and the belief in a better tomorrow. To that end, we provide advice and solutions to help you protect yourself and your loved ones, save for tomorrow, secure and maximize your income, and prepare for the unexpected.

Hello future.®

INCOME  
LIFE  
RETIREMENT  
GROUP BENEFITS  
ADVICE

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

©2010 Lincoln National Corporation

150 N. Radnor-Chester Road  
Radnor, PA 19087

[www.LincolnFinancial.com](http://www.LincolnFinancial.com)

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates. Investment advisory services offered through other affiliates.

Affiliates are separately responsible for their own financial and contractual obligations.

LCN1009-2046141  
PRNT 11/10 Z01

Order code: FA-LTC-BRC001

This material was prepared to support the promotion and marketing of an insurance product. Lincoln Financial Group® affiliates, their distributors, and their respective employees, representatives, and/or insurance agents do not provide tax, accounting, or legal advice. Any tax statements contained herein were not intended or written to be used, and cannot be used, for the purpose of avoiding U.S. federal, state, or local tax penalties. Please consult your own independent advisor as to any tax, accounting, or legal statements made herein.

**A fixed annuity is intended for retirement or other long-term needs. It is intended for a person who has sufficient cash or other liquid assets for living expenses and other unexpected emergencies. A fixed annuity is not a registered security or stock market investment and does not directly participate in any stock or equity investments, or index.**

*Lincoln Long-Term Care*™ Fixed Annuity (Contract Form 06-608, or state variation) with Long-Term Care Benefits Rider (Form AE-227, or state variation), Long-Term Care Coverage Endorsement (Form AE-235, or state variation) and Contract Amendment for Long-Term Care Benefits (Form AE-236, or state variation)

are issued by The LincolnNational Life Insurance Company, Fort Wayne, IN, and distributed by Lincoln Financial Distributors, Inc., a broker/dealer. **The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.**

The exact terms of the annuity are contained in the contracts and any attached riders, endorsements or amendments which will control the issuing company's contractual obligations. For more information about the annuity, please also read the Illustration and Disclosure Statement, Facts-At-A-Glance, or contact your Lincoln representative.

Income taxes are due upon withdrawal and if withdrawn before age 59½, a 10% federal penalty tax may apply. Withdrawals and surrenders may be subject to surrender charges.

Product and features are subject to state availability.

Limitations and exclusions may apply. Limitations and exclusions on eligibility of long-term care benefits include: receiving treatment for nervous or mental disorders (excluding Alzheimer's Disease or dementia), receiving treatment for alcoholism or drug addiction, receiving treatment arising out of an attempt at suicide or an intentionally self-inflicted injury, or receiving treatment provided in a Veteran's Administration or other government facility. Anyone receiving Qualified Long-Term Care Services for which benefits are available under Medicare or other governmental programs (except Medicaid), workers compensation laws, employer's liability laws, occupational disease laws, or motor vehicle no-fault laws will also not be eligible. Additionally, this includes Qualified Long-Term Care Services provided by members of the Covered Life's Immediate Family, whether paid or unpaid.