

SERFF Tracking Number: MEAM-126943210 State: Arkansas  
Filing Company: MedAmerica Insurance Company State Tracking Number: 47512  
Company Tracking Number: AIMS MED FC 116 BR  
TOI: LTC05I Individual Long Term Care - Nursing Sub-TOI: LTC05I.001 Qualified  
Home & Home Health Care  
Product Name: AIMS MED FC 116 BR  
Project Name/Number: AIMS MED FC 116 BR/AIMS MED FC 116 BR

## Filing at a Glance

Company: MedAmerica Insurance Company

Product Name: AIMS MED FC 116 BR

TOI: LTC05I Individual Long Term Care -  
Nursing Home & Home Health Care

Sub-TOI: LTC05I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: MEAM-126943210 State: Arkansas

SERFF Status: Closed-Filed- State Tr Num: 47512  
Closed

Co Tr Num: AIMS MED FC 116 BR State Status: Filed-Closed

Reviewer(s): Harris Shearer,  
Stephanie Fowler

Author: Lorie Heimbeck

Disposition Date: 01/06/2011

Date Submitted: 12/10/2010

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: AIMS MED FC 116 BR

Project Number: AIMS MED FC 116 BR

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 01/06/2011

State Status Changed: 01/06/2011

Created By: Lorie Heimbeck

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Lorie Heimbeck

Filing Description:

We wish to submit the enclosed advertising filing for use in your state. Please see the cover letter for further details.

## Company and Contact

### Filing Contact Information

Lorie Heimbeck, LTC Compliance Analyst

lorie.heimbeck@medamericaltc.com

165 Court Street

585-238-4692 [Phone]

Rochester, NY 14647

585-238-3642 [FAX]

### Filing Company Information



SERFF Tracking Number: MEAM-126943210 State: Arkansas  
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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	01/06/2011	01/06/2011

SERFF Tracking Number: MEAM-126943210 State: Arkansas  
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## Disposition

Disposition Date: 01/06/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: MEAM-126943210 State: Arkansas  
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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Cover letter	Filed	Yes
Supporting Document	Transmittal Form	Filed	Yes
Form	FlexCare Product Brochure	Filed	Yes
Form	FlexCare Product Brochure Featuring FlexCash	Filed	Yes

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## Form Schedule

### Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/06/2011	AIMS MED FC 116 BR	Advertising	FlexCare Product Brochure	Initial		0.000	AIMS MED FC 116 BR [DOI].pdf
Filed 01/06/2011	AIMS MED FC2 101 BR	Advertising	FlexCare Product Brochure Featuring FlexCash	Initial		0.000	AIMS MED FC2 101 BR [DOI].pdf

# Flex

Long Term Care Insurance



[Association  
Logo]

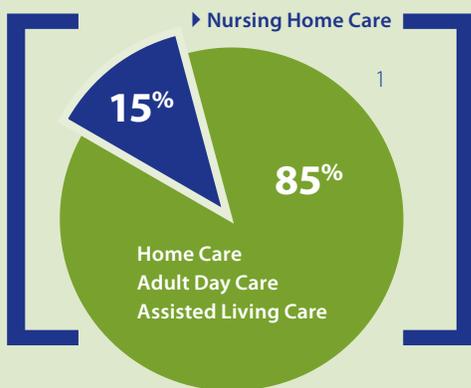
*Underwritten by*

**MEDAmerica**

An Excellus Company



# Protect Your Independence and Financial Security



## Where are Long Term Care Services Provided?

[The majority of long term care services are provided in the individual's home, an adult day care center, or an assisted living facility.]

## What are the Chances of Needing Long Term Care?

[Research indicates that **one in two** Americans will need long term care services.<sup>1]</sup>

## How Much Does Long Term Care Cost?

Long term care services are very expensive, and the need for care may last for several years or longer. Home health care varies widely in cost depending on the type and frequency of care received. [Assisted living care averages \$36,096 per year and exceeds \$54,000 per year in some facilities. Nursing home care averages over \$68,000 for a semi-private room, over \$76,000 for a private room, and easily exceeds \$100,000 per year in some parts of the country.<sup>2]</sup> Costs are continually increasing due to inflation.

## People of All Ages Need Long Term Care Services.

Long term care is not just for those who are older. Younger people need these services due to illnesses, physical disabilities, and injuries from automobile and sporting accidents.

[In fact, more than 40% of those receiving long term care services are under age 65.<sup>2]</sup>

## Who Pays for Long Term Care?

Most long term care expenses are paid with personal or family assets. Neither traditional medical insurance nor Medicare pays for most long term care services, and Medicaid does not pay unless the individual qualifies for welfare assistance.

## Keeping Your Options Open

FlexCare pays for care in a wide variety of settings, including **nursing homes, assisted living facilities, home health care and adult day care**, helping to keep your options open if you need long term care. The policy will help maintain your freedom of choice in determining how and where you receive care. Because of FlexCare's extensive home health care benefits, the coverage can help you remain in the comfort and privacy of your own home.

[<sup>1</sup> Phyllis Shelton, Long Term Care, Your Financial Planning Guide, LTCI Publishing, 2007.]

[<sup>2</sup> National Clearinghouse for Long-Term Care Information, U.S. Dept. of Health and Human Services, September, 2008.]

# Removing Barriers to Receiving Care

## Home Health Care

FlexCare pays for both professional and basic services.

**Basic services** include home health aide services, such as helping you perform activities of daily living and homemaker services, such as housekeeping, preparing meals, and doing laundry.

**Professional Services** are beyond the scope of care that can be provided by a basic services provider. They include services from a registered or vocational nurse, physical, respiratory, nutritional or speech therapist.

## Alternative Care and Support Services

If you are benefit eligible, under this provision, FlexCare may pay for benefits not directly noted in your policy.<sup>3</sup> Examples of services that could be considered include, but are not limited to, an **independent caregiver**, medically necessary transportation to and from an adult day care, a **medical alert system** and **home modifications** that will enhance your ability to perform activities of daily living and allow you to remain safely at home.



## Adult Day Care

This benefit pays for care in an adult day care center.



## Worldwide Coverage

FlexCare covers qualified long term care services provided to you **anywhere in the world**.

## CareDirections Family Advice and Advocacy Program<sup>®</sup>

An added benefit offered to you and your family. This program is staffed by Personal Care Advisors, who are health care professionals whose profession and training include experience or expertise in managing and arranging for long term care services. The CareDirections Family Advice and Advocacy Program provides essential advice and support to help loved ones cope with the stresses of long term care and find the care, services, and support they seek.

## Monthly Assisted Living, Home Health Care and Adult Day Care Benefit

(Additional Premium Required)

This option makes your Assisted Living, Home Health Care and Adult Day Care benefits available on a monthly total rather than a daily basis. Because the charges for home health care services may vary from day to day, this option allows you to maximize the entire benefit as needed during the month.

## 20 Calendar Day Elimination Period for Assisted Living, Home Health Care and Adult Day Care

(Additional Premium Required)

This option allows you to change your elimination period to 20 calendar days for assisted living, home health care and adult day care. This allows you to select a more cost effective elimination period for nursing home benefits, but at the same time, access other policy benefits much sooner.

<sup>3</sup> Benefits must be for qualified long term care services that are medically acceptable, cost effective, and agreed to by both the policyholder and MedAmerica.

# Benefits for Couples



## Discounts

When couples<sup>4</sup> apply together for coverage and are issued coverage, each of them receives a [30%] discount. When only one applies or is issued coverage they will receive a [15%] discount.

## Shared Waiver

(Additional Premium Required)

Whenever the premium is waived for one insured, FlexCare will also waive the premium for the other insured.<sup>5</sup>

## Survivor Benefit

(Additional Premium Required)

Upon the death of one insured, if both insureds have purchased the rider, and both policies have been in force at least 10 years the surviving insured's premium is waived for the life of the policy.

## Shared Extended Benefit Rider

(Additional Premium Required)

This option allows couples to share an **additional extended pool of benefits** in the case that one or both exhaust their benefits.<sup>6</sup>

Ex: Each insured purchases 1,825 days (5 years) of benefits. They also purchase an additional 730 days (2 years) of benefits that one or both can use if their individual benefits have been exhausted. If one insured dies, the extended pool becomes accessible to the survivor should they exhaust their original benefits, as long as they continue to pay for the rider.

**IMPORTANT:** The shared extended benefit pool also increases if the original pool has an inflation option.

<sup>4</sup> Couples are spouses or domestic partners.

<sup>5</sup> Both insureds must have purchased identical coverage with effective dates within six months of each other, and each policyholder must have paid premium for at least two years.

<sup>6</sup> Both insureds must have purchased identical policies, including identical Extended Benefit Pool amounts, and have the same policy issue date.

# Inflation Protection Options

(Additional Premium Required)

The rising cost of long term care services has become a major concern for many. To help eliminate this concern, FlexCare provides great flexibility by offering a variety of inflation options to help you meet your needs, not only now, but in the future.

**[Simple Inflation]** – Increases your original maximum daily benefit and maximum lifetime benefit annually by 3% or 5%.]

**[Simple Inflation 2x Max]** – Increases your original maximum daily benefit and maximum lifetime benefit annually by 3% or 5% until the maximum daily benefit equals twice the original amount.]

**[Compound Inflation]** – Increases your maximum daily benefit and current maximum lifetime benefit annually by 3% or 5%.]

**[Compound Inflation 2x Max]** – Increases your maximum daily benefit and current maximum lifetime benefit annually by 3% or 5% until the maximum daily benefit equals twice the original amount.]

**[Guaranteed Purchase Option]** – Every two years until age 85 or until you have declined the option two times, you may purchase additional benefits equal to 10% of your current maximum daily benefit.]

## NEW Inflation Riders Designed with Premium Savings in Mind\*

**Combination Benefit Increase** – This cutting edge inflation rider increases your current daily maximum benefit and lifetime maximum benefit annually by 5% compound through age 60. From age 61 and through age 74 your benefits increase annually by 5% of your total benefits based on age 60.

**Daily Benefit Increase** – Increases only your maximum daily benefit annually by 5% compound with no maximum.

\*Both of these riders are great **Cost Effective** inflation options [and are **Partnership qualified!**]

## Additional Options to Enhance Your FlexCare Policy Benefits

### Extended Benefit Rider

(Additional Premium Required)

Individuals applying for coverage may add an additional pool of benefits to be used if they exhaust their original benefits.



**NOTE** Individuals purchase the amount of coverage they think meets their needs and add the Extended Benefit Pool, thereby providing a safety net in the event their care needs exceed expectations.

By not applying inflation increases to the Extended Benefit Pool, it is a great way to add coverage in a cost effective manner.

### Restoration of Benefits

Once you have not been benefit eligible for six consecutive months, FlexCare will restore your policy's maximum lifetime benefit amount to the original amount one time only.<sup>7</sup>

### Facilities Only Policy Available

FlexCare offers a Facilities Only Policy when receiving care at home may not be the best place.

<sup>7</sup> As long as the policyholder has not received greater than 180 days of policy paid services.

# How Do You Qualify for Benefits Under the Policy?



To be eligible for benefits provided under the policy, we must receive a plan of care that specifies what care is needed. The care must be needed because you have been certified within the last 12 months by a licensed health care practitioner as:

1. requiring the presence of another person due to the inability to perform at least two Activities of Daily Living (eating, dressing, bathing, transferring, toileting, continence) for a period expected to be at least 90 days. The other person must be present within arm's reach in order to assist, supervise, or prevent injury by physical intervention; or
2. requiring continual supervision, which may include cueing by verbal prompting, gestures, or other demonstrations, by another person to protect the insured person from threats to his or her health or safety due to a severe cognitive impairment.



If you meet the benefit eligibility requirements shown above, you will have met the requirements under federal law to be considered a chronically ill individual. Meeting these requirements are necessary in order for the policy to qualify for favorable tax treatment under federal law.

## No Pre-Existing Condition Limitations

There is no exclusion for pre-existing conditions.

We will not cover expenses for the following under this policy:

1. Substance abuse treatment for alcohol or drug addiction.
2. Treatment for illness or medical condition arising out of war or any act of war, declared or undeclared.
3. Services for intentionally self-inflicted injury.
4. Treatment provided in a government facility except treatment provided to a Medicaid recipient or as otherwise required by state or federal law.
5. Services provided by an unlicensed caregiver who is a member of your immediate family, except for caregiver training benefits included in the benefits section of this policy.
6. Services for which no charge is normally made in the absence of insurance.
7. Expenses for medications, whether prescription or non-prescription.

The exclusion regarding your immediate family will not apply to:

1. A spouse/domestic partner or immediate family member who is a licensed healthcare practitioner or employed by a home health care agency.

We will provide coverage in accordance with the terms of this policy for mental conditions, including Alzheimer's Disease, Parkinson's Disease, and senile dementia.

# Design a Plan That is Right for You!<sup>8</sup>



Comprehensive       Facilities Only

## 1. Maximum Daily Benefit.

Nursing Home Care.....\$ \_\_\_\_\_ per day [(\$50-\$500) multiples of \$10]  
 Assisted Living Facility, Home Health Care and Adult Day Care .....  50%     75%     100%     125%

## 2. Benefit Period (Days).

365 Days]     730 Days]     1,095 Days]     1,460 Days]     1,825 Days]  
 2,190 Days]     2,555 Days]     2,920 Days]     3,650 Days]

## 3. Maximum Lifetime Benefit<sup>9</sup> (Pool of Dollars).    \$ \_\_\_\_\_

## 4. Elimination Period<sup>10</sup> (Days).

20 Days]     30 Days]     60 Days]     90 Days]     100 Days]     180 Days]     365 Days]

## 5. Benefit Increase Option.

<input type="checkbox"/> 5% Combination Benefit]	<input type="checkbox"/> 3% Simple 2x Max]	<input type="checkbox"/> 3% Compound 2x Max]
<input type="checkbox"/> 5% Simple]	<input type="checkbox"/> 5% Compound]	<input type="checkbox"/> Daily Benefit Increase]
<input type="checkbox"/> 5% Simple 2x Max]	<input type="checkbox"/> 5% Compound 2x Max ]	<input type="checkbox"/> Guaranteed Purchase Option]
<input type="checkbox"/> 3% Simple]	<input type="checkbox"/> 3% Compound]	<input type="checkbox"/> None]

## 6. Standard Benefits.

<input checked="" type="checkbox"/> Nursing Home Care	<input checked="" type="checkbox"/> Waiver of Premium	<input checked="" type="checkbox"/> Hospice Care
<input checked="" type="checkbox"/> Assisted Living Facility Care	<input checked="" type="checkbox"/> Caregiver Training	<input checked="" type="checkbox"/> Bed Reservation
<input checked="" type="checkbox"/> Home Health Care	<input checked="" type="checkbox"/> Adult Day Care	<input checked="" type="checkbox"/> Alternative Care and Support Services
<input checked="" type="checkbox"/> Personal Care Advisor	<input checked="" type="checkbox"/> Respite Care	<input checked="" type="checkbox"/> Worldwide Coverage

## 7. Optional Benefits.

<input type="checkbox"/> 20 Calendar Days Elimination Period for Assisted Living, Home Health Care, and Adult Day Care]	<input type="checkbox"/> Graded Return of Premium]
<input type="checkbox"/> Monthly Assisted Living, Home Care and Adult Day Care]	<input type="checkbox"/> Limited Premium Payment Period:] <input type="checkbox"/> 10 Years] <input type="checkbox"/> 20 Years]
<input type="checkbox"/> Extended Benefit Pool]	<input type="checkbox"/> Restoration of Benefits]
<input type="checkbox"/> Return of Premium to Age 80]	<input type="checkbox"/> Nonforfeiture Shortened Benefit Period]

## 8. Optional Benefits for Couples.

<input type="checkbox"/> Shared Extended Benefit Pool]	<input type="checkbox"/> Shared Waiver of Premium]
	<input type="checkbox"/> Survivor Benefit]

<sup>8</sup> Some options are not available in all states. See Outline of Coverage.  
<sup>9</sup> Nursing Home Maximum Daily Benefit times the number of days chosen.  
<sup>10</sup> The number of calendar days you must wait before your policy begins to pay benefits.



MedAmerica Insurance  
Company has the strength and  
experience needed to meet  
your long term care needs,  
both today and tomorrow.

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**FlexCare** is a tax-qualified policy designed to meet federal standards and may qualify you for federal and/or state tax benefits. Please consult with your tax advisor for assistance. Coverage as described in the brochure is provided only through the issuance of a policy and is subject to the approval of your application.

This brochure provides a summary of the policy's features and is not intended to cover every aspect of the policy. Please refer to the outline of coverage for additional information. Benefits are subject to the policy's eligibility for the payment of benefits provision; the elimination period, if applicable; the maximum daily benefit; and the maximum lifetime benefit. Your policy will describe your coverage in detail and will be the sole basis of making benefit determination.

**Home Office:** [Pittsburgh, Pennsylvania ]

**Administrative Office:** [165 Court Street  
Rochester, New York 14647  
1-800-544-0327]



*featuring*



**[Association  
Logo]**



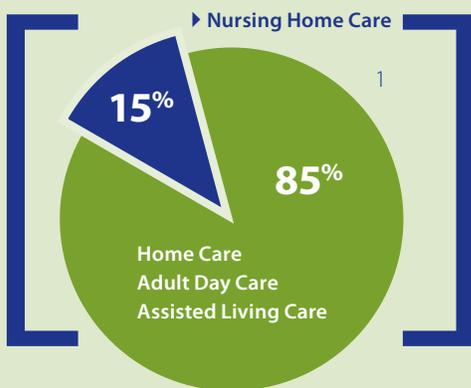
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**MEDAmerica**

An Excellus Company



# Protect Your Independence and Financial Security



## Where are Long Term Care Services Provided?

[The majority of long term care services are provided in the individual's home, an adult day care center, or an assisted living facility.]

## What are the Chances of Needing Long Term Care?

[Research indicates that **one in two** Americans will need long term care services.<sup>1]</sup>

## How Much Does Long Term Care Cost?

Long term care services are very expensive, and the need for care may last for several years or longer. Home health care varies widely in cost depending on the type and frequency of care received. [Assisted living care averages \$36,096 per year and exceeds \$54,000 per year in some facilities. Nursing home care averages over \$68,000 for a semi-private room, over \$76,000 for a private room, and easily exceeds \$100,000 per year in some parts of the country.<sup>2]</sup> Costs are continually increasing due to inflation.

## People of All Ages Need Long Term Care Services.

Long term care is not just for those who are older. Younger people need these services due to illnesses, physical disabilities, and injuries from automobile and sporting accidents.

[In fact, more than 40% of those receiving long term care services are under age 65.<sup>2]</sup>

## Who Pays for Long Term Care?

Most long term care expenses are paid with personal or family assets. Neither traditional medical insurance nor Medicare pays for most long term care services, and Medicaid does not pay unless the individual qualifies for welfare assistance.

With the modern day advancements in health care and medical technology come the changing needs for long term care recipients. People are living longer than ever before with cancer, heart disease and stroke; once known as the killer diseases. The aging of America has also created more potential for mental disease such as dementia and Alzheimer's. [To 80% of older adults, the preferred place of choice to receive long term care services due to these and other ailments is in their home or a community setting such as an assisted living facility, or adult day care.<sup>2]</sup>

[<sup>1</sup> Phyllis Shelton, Long Term Care, Your Financial Planning Guide, LTCI Publishing, 2007.]

[<sup>2</sup> National Clearinghouse for Long-Term Care Information, U.S. Dept. of Health and Human Services, September, 2008.]

# Removing Barriers to Receiving Care...

...and helping families to provide care - better and longer. FlexCash provides cash for traditional services and pays for expenses which might not otherwise qualify for coverage in other long term care insurance policies.



## Monthly Cash Benefit Rider

FlexCash provides a monthly cash payment for assisted living facility, home health care and adult day care services. This cash payment is paid directly to you and may be used for any assistance, services, or care that you decide is best for your situation. The cash payment equals 30 times the policy's maximum daily benefit for assisted living facility, home health care, and adult day care. The cash benefit may be used for care provided by **family members, friends,** or other individuals you may choose.

This means that you may have the cash needed for an assisted living facility stay and also employ a private caregiver to sit with you, or you can receive care in the privacy of your own home. As new types of long term care services are developed in the future, FlexCash will provide you with the flexibility to pay for other forms of care that may be appropriate to your situation.

## Nursing Facility Coverage

When care received in the community setting might not be appropriate for your situation, this policy will pay a reimbursement benefit for care in a nursing facility.



## Worldwide Coverage

FlexCash provides cash in advance to pay for qualified long term care services provided to you **anywhere in the world.**

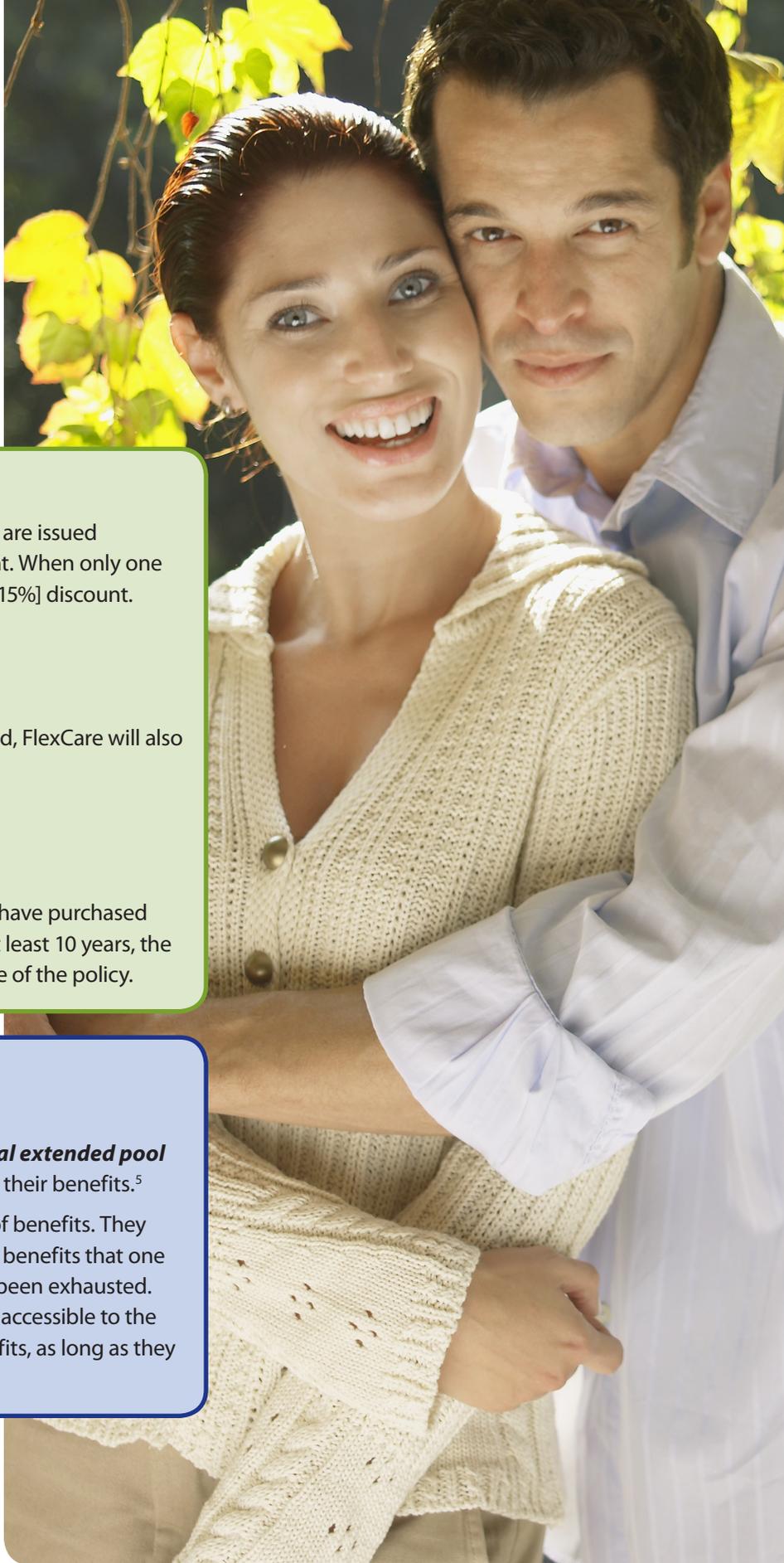
## Alternative Care and Support Services

When you purchase the FlexCash rider, you will have cash in advance to pay for benefits not directly noted in a FlexCare reimbursement policy. Examples of services that could be considered include, but are not limited to, an **independent caregiver**, medically necessary transportation to and from an adult day care, a **medical alert system** and **home modifications** that will enhance your ability to perform activities of daily living and allow you to remain safely at home.

## CareDirections Family Advice and Advocacy Program®

An added benefit offered to you and your family. This program is staffed by Personal Care Advisors, who are health care professionals whose profession and training include experience or expertise in managing and arranging for long term care services. The CareDirections and Family Advice and Advocacy Program provides essential advice and support to help loved ones cope with the stresses of long term care and find the care, services, and support they seek.

# Benefits for Couples



## Discounts

When couples<sup>3</sup> apply together for coverage and are issued coverage, each of them receives a [30%] discount. When only one applies or is issued coverage they will receive a [15%] discount.

## Shared Waiver

(Additional Premium Required)

Whenever the premium is waived for one insured, FlexCare will also waive the premium for the other insured.<sup>4</sup>

## Survivor Benefit

(Additional Premium Required)

Upon the death of one insured, if both insureds have purchased the rider, and both policies have been in force at least 10 years, the surviving insured's premium is waived for the life of the policy.

## Shared Extended Benefit Rider

(Additional Premium Required)

This option allows couples to share an **additional extended pool of benefits** in the case that one or both exhaust their benefits.<sup>5</sup>

Ex: Each insured purchases 1,825 days (5 years) of benefits. They also purchase an additional 730 days (2 years) of benefits that one or both can use if their individual benefits have been exhausted. If one insured dies, the extended pool becomes accessible to the survivor should they exhaust their original benefits, as long as they continue to pay for the rider.

**IMPORTANT:** The shared extended benefit pool also increases if the original pool has an inflation option.

<sup>3</sup> Couples are spouses or domestic partners.

<sup>4</sup> Both insureds must have purchased identical coverage with effective dates within six months of each other, and each policyholder must have paid premium for at least two years.

<sup>5</sup> Both insureds must have purchased identical policies, including identical Extended Benefit Pool amounts, and have the same policy issue date.

# Inflation Protection Options

(Additional Premium Required)

The rising cost of long term care services has become a major concern for many. To help eliminate this concern, the policy provides great flexibility by offering a variety of inflation options to help you meet your needs, not only now, but in the future.

**[Simple Inflation]** – Increases your original maximum daily benefit and maximum lifetime benefit annually by 3% or 5%.]

**[Simple Inflation 2x Max]** – Increases your original maximum daily benefit and maximum lifetime benefit annually by 3% or 5% until the maximum daily benefit equals twice the original amount.]

**[Compound Inflation]** – Increases your maximum daily benefit and current maximum lifetime benefit annually by 3% or 5%.]

**[Compound Inflation 2x Max]** – Increases your maximum daily benefit and current maximum lifetime benefit annually by 3% or 5% until the maximum daily benefit equals twice the original amount.]

**[Guaranteed Purchase Option]** – Every two years until age 85 or until you have declined the option two times, you may purchase additional benefits equal to 10% of your current maximum daily benefit.]

## NEW Inflation Riders Designed with Premium Savings in Mind\*

**Combination Benefit Increase** – This cutting edge inflation rider increases your current daily maximum benefit and lifetime maximum benefit annually by 5% compound through age 60. From age 61 and through age 74 your benefits increase annually by 5% of your total benefits based on age 60.

**Daily Benefit Increase** – Increases only your maximum daily benefit annually by 5% compound with no maximum.

\*Both of these riders are great **Cost Effective** inflation options [and are **Partnership qualified!**]

## Additional Options to Enhance Your FlexCash Benefits

### Restoration of Benefits

Once you have not been benefit eligible for six consecutive months, the policy will restore your policy's maximum lifetime benefit amount to the original amount one time only.<sup>6</sup>

<sup>6</sup> As long as you have not received more than 180 days of policy paid benefits.

# How Do You Qualify for Benefits Under the Policy?



To be eligible for benefits provided under the policy, we must receive a plan of care that specifies what care is needed. The care must be needed because you have been certified within the last 12 months by a licensed health care practitioner as:

1. requiring the presence of another person due to the inability to perform at least two Activities of Daily Living (eating, dressing, bathing, transferring, toileting, continence) for a period expected to be at least 90 days. The other person must be present within arm's reach in order to assist, supervise, or prevent injury by physical intervention; or
2. requiring continual supervision, which may include cueing by verbal prompting, gestures, or other demonstrations, by another person to protect the insured person from threats to his or her health or safety due to a severe cognitive impairment.



If you meet the benefit eligibility requirements shown above, you will have met the requirements under federal law to be considered a chronically ill individual. Meeting these requirements are necessary in order for the policy to qualify for favorable tax treatment under federal law.

## No Pre-Existing Condition Limitations

There is no exclusion for pre-existing conditions.

We will not cover expenses for the following under this policy:

1. Substance abuse treatment for alcohol or drug addiction.
2. Treatment for illness or medical condition arising out of war or any act of war, declared or undeclared.
3. Services for intentionally self-inflicted injury.
4. Treatment provided in a government facility except treatment provided to a Medicaid recipient or as otherwise required by state or federal law.
5. Services provided by an unlicensed caregiver who is a member of your immediate family, except for caregiver training benefits included in the benefits section of this policy.
6. Services for which no charge is normally made in the absence of insurance.
7. Expenses for medications, whether prescription or non-prescription.

The exclusion regarding a member of your immediate family will not apply to:

1. The Monthly Cash Benefit Rider.
2. A spouse/domestic partner or immediate family member who is a licensed healthcare practitioner or employed by a home health care agency.

We will provide coverage in accordance with the terms of the policy for mental conditions, including Alzheimer's Disease, Parkinson's Disease, and senile dementia.

# Design a Plan That is Right for You!<sup>7</sup>



## 1. Maximum Daily Benefit.

Nursing Home Care.....\$ \_\_\_\_\_ per day [(\$50-\$500) multiples of \$10]  
Assisted Living Facility, Home Health Care and Adult Day Care .....  75%  100%

## 2. Benefit Period (Days).

365 Days]  730 Days]  1,095 Days]  1,460 Days]  1,825 Days]  
 2,190 Days]  2,555 Days]  2,920 Days]  3,650 Days]

## 3. Maximum Lifetime Benefit<sup>8</sup> (Pool of Dollars). \$ \_\_\_\_\_

## 4. Elimination Period<sup>9</sup> (Days).

20 Days]  30 Days]  60 Days]  90 Days]  100 Days]  180 Days]  365 Days]

## 5. Benefit Increase Option.

5% Combination Benefit]  3% Simple 2x Max]  3% Compound 2x Max]  
 5% Simple]  5% Compound]  Daily Benefit Increase]  
 5% Simple 2x Max]  5% Compound 2x Max]  Guaranteed Purchase Option]  
 3% Simple]  3% Compound]  None]

## 6. Standard Benefits.

Nursing Home Benefits  Personal Care Advisor  Waiver of Premium  
 Hospice Care  Alternative Care and Support Services  Worldwide Coverage

## 7. Monthly Cash Benefit Rider.

### Pays Cash for:

Assisted Living Facility  Home Health Care Services  Adult Day Care Services

## 8. Optional Benefits.

Return of Premium to Age 80]  Restoration of Benefits]  
 Graded Return of Premium]  Nonforfeiture Shortened Benefit Period]  
 Limited Premium Payment Period:]  
 10 Years]  20 Years]

## 9. Optional Benefits for Couples.

Shared Extended Benefit Pool]  Shared Waiver of Premium]  
 Survivor Benefit]

<sup>7</sup> Some options are not available in all states. See Outline of Coverage.

<sup>8</sup> Nursing Home Maximum Daily Benefit times the number of days chosen.

<sup>9</sup> The number of calendar days you must wait before your policy begins to pay benefits.



MedAmerica Insurance  
Company has the strength and  
experience needed to meet  
your long term care needs,  
both today and tomorrow.

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FlexCare featuring FlexCash is a tax-qualified policy designed to meet federal standards and may qualify you for federal and/or state tax benefits. Please consult with your tax advisor for assistance. Coverage as described in the brochure is provided only through the issuance of a policy and is subject to the approval of your application.

This brochure provides a summary of the policy's features and is not intended to cover every aspect of the policy. Please refer to the outline of coverage for additional information. Benefits are subject to the policy's eligibility for the payment of benefits provision; the elimination period, if applicable; the maximum daily benefit; and the maximum lifetime benefit. Your policy will describe your coverage in detail and will be the sole basis of making benefit determination.

**Home Office:** [Pittsburgh, Pennsylvania]

**Administrative Office:** [165 Court Street  
Rochester, New York 14647  
1-800-544-0327]





**Administrative Office:**

165 Court Street  
Rochester, NY 14647

Product Filing/Contracts Management

Tel: (800) 544-0327 x 4692

Fax: (585) 238-3675

E-Mail Address: [lorie.heimbuck@medamericaltc.com](mailto:lorie.heimbuck@medamericaltc.com)

December 10, 2010

Jay Bradford, Commissioner  
Arkansas Department of Insurance  
1200 West 3<sup>rd</sup>. Street  
Little Rock, Arkansas 72201-1904

RE: MedAmerica Insurance Company  
Long Term Care – Sales or Advertising Literature  
**FORM #:** AIMS MED FC 116 BR  
AIMS MED FC2 101 BR

NAIC #: 69515 00  
FEIN #: 34-0977231

Dear Commissioner Bradford:

We wish to submit the enclosed advertisement filing for use in your state. This marketing material is intended to be used as an educational tool for consumers and is intended to be marketed by licensed agents to the general public or for use as a direct response piece for the general public. This piece may be used in any medium such as a flyer, slide presentation, email, etc. The format of the piece may change depending on the medium, but the content will remain the same.

Thank you for your review of the above referenced material. Please do not hesitate to contact me if I can be of any assistance to you as you complete your review.

Sincerely,

Lorie A. Heimbuck  
Compliance Analyst

**Marketing Materials Transmittal List**



**MedAmerica Insurance Company**

**ARKANSAS**

Name	Description	Form #
FlexCare Product Brochure	Multi-media advertisement	AIMS MED FC 116 BR
FlexCare Product Brochure Featuring FlexCash	Multi-media advertisement	AIMS MED FC2 101 BR