

SERFF Tracking Number: LCNC-126985703 State: Arkansas  
Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 47694  
Company Tracking Number: 2045601  
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other  
Product Name: Lincoln Long-Term Care Advantage - VA Advertising Material  
Project Name/Number: Lincoln Long-Term Care Advantage - VA Advertising Material/2045601

## Filing at a Glance

Company: The Lincoln National Life Insurance Company

Product Name: Lincoln Long-Term Care SERFF Tr Num: LCNC-126985703 State: Arkansas

Advantage - VA Advertising Material

TOI: LTC06 Long Term Care - Other SERFF Status: Closed-Filed State Tr Num: 47694

Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: 2045601 State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Harris Shearer,  
Stephanie Fowler

Author: Anabela Tavares Disposition Date: 02/08/2011

Date Submitted: 01/13/2011 Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Lincoln Long-Term Care Advantage - VA Advertising Material Status of Filing in Domicile: Pending

Project Number: 2045601

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 02/08/2011

State Status Changed: 02/08/2011

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 – Variable Annuity with Long Term Care

Form(s): 2045601 – Lincoln Long-Term Care Advantage – Optional benefit client guide

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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 advertisement will be used with base contract 30070-B approved by your department on May 25, 200. Riders AR-518(3-10) and AR-519(3-10) approved on April 20, 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

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## 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	01/13/2011	43755140

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	02/08/2011	02/08/2011

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## Disposition

Disposition Date: 02/08/2011

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form</b>	Lincoln Long-Term Care Advantage - Optional benefit client guide	Filed	No

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## Form Schedule

### Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 02/08/2011	2045601	Advertising	Lincoln Long-Term Care Advantage - Optional benefit client guide	Initial		0.000	2045601.pdf



FOR INCOME

*Lincoln ChoicePlus Assurance*<sup>SM</sup>  
variable annuity

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

Flexibility and control for your future

**Optional benefit 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
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Not insured by any federal government agency
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Not guaranteed by any bank or savings association
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## 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 IS PROTECTED

*Lincoln ChoicePlus Assurance*<sup>SM</sup> variable annuities are long-term investment products that offer

- Tax-deferred growth, tax-free transfers between investment options, and an option for tax-free long-term care benefits
- Access to leading investment managers
- The security of a death benefit

To decide if a variable annuity is right for you, you should also consider that an annuity's value will fluctuate with the market, there are different types of costs associated with them, and all guarantees are backed by the claims-paying ability of the issuer.

## 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 without putting your savings at risk?

### A PLAN FOR TODAY

*Lincoln Long-Term Care*<sup>SM</sup> Advantage, an optional feature available for an additional charge with *Lincoln ChoicePlus Assurance*<sup>SM</sup> variable annuities, offers an innovative and tax-advantaged way to help manage the impact of long-term care expenses. It makes your dollars go further by providing three times your investment in long-term care benefits. It also affords opportunities to lock in contract growth each year and add it to your guaranteed long-term care benefit.

### FLEXIBILITY FOR TOMORROW

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

- Once you have elected *Lincoln Long-Term Care*<sup>SM</sup> Advantage, you can keep it in place for as long as you like.
- You can transition to another guaranteed lifetime income option.
- Or, you can simply remove this feature from your contract after year three.

### OUR PAST — YOUR FUTURE

You might not access your long-term care benefit for 20–30 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 INVESTMENT IS WORTH MORE...

...AND

With *Lincoln Long-Term Care*<sup>SM</sup> Advantage, you can reposition a portion of your nonqualified assets to generate three times your income for tax-free long-term care benefits.<sup>1</sup> And, your benefit has the potential to grow when your investment options perform well. Read this hypothetical example to see how *Lincoln Long-Term Care*<sup>SM</sup> Advantage might work in your situation. The minimum investment for this feature is \$50,000 and the maximum is \$400,000. This feature is only available with new contracts, and not available for non-natural or custodial accounts.

## 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> Advantage election 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> Advantage election forms.
- ▶ 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 issue *Lincoln Long-Term Care*<sup>SM</sup> Advantage. It's that simple.



### CATHERINE, AGE 62

#### Catherine's primary concerns if she needs long-term care:

- Protecting her savings from the impact of long-term care costs
- Maintaining financial independence
- Maximizing her investment for long-term care needs
- Providing 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 ChoicePlus Assurance*<sup>SM</sup> variable annuity with *Lincoln Long-Term Care*<sup>SM</sup> Advantage. Certain investment restrictions apply, which include a maximum percentage which you can allocate to equity investments of 70%.

Withdrawals taken for purposes other than for long-term care benefits will reduce your total long-term care guaranteed benefit and death benefit on a proportionate basis. Long-term care benefits will also reduce your death benefit on a proportionate basis.

<sup>1</sup> Long-term care reimbursements are generally income tax-free under IRC Section 104(a)(3). Nonqualified assets represents your after tax investments.

<sup>2</sup> The maximum amount your initial investment plus lock-in growth can be is \$800,000. There is no guarantee of contract growth.

Catherine used \$100,000 to purchase a *Lincoln ChoicePlus Assurance*<sup>SM</sup> variable annuity with *Lincoln Long-Term Care*<sup>SM</sup> Advantage.

1  
Catherine's  
\$100,000  
investment

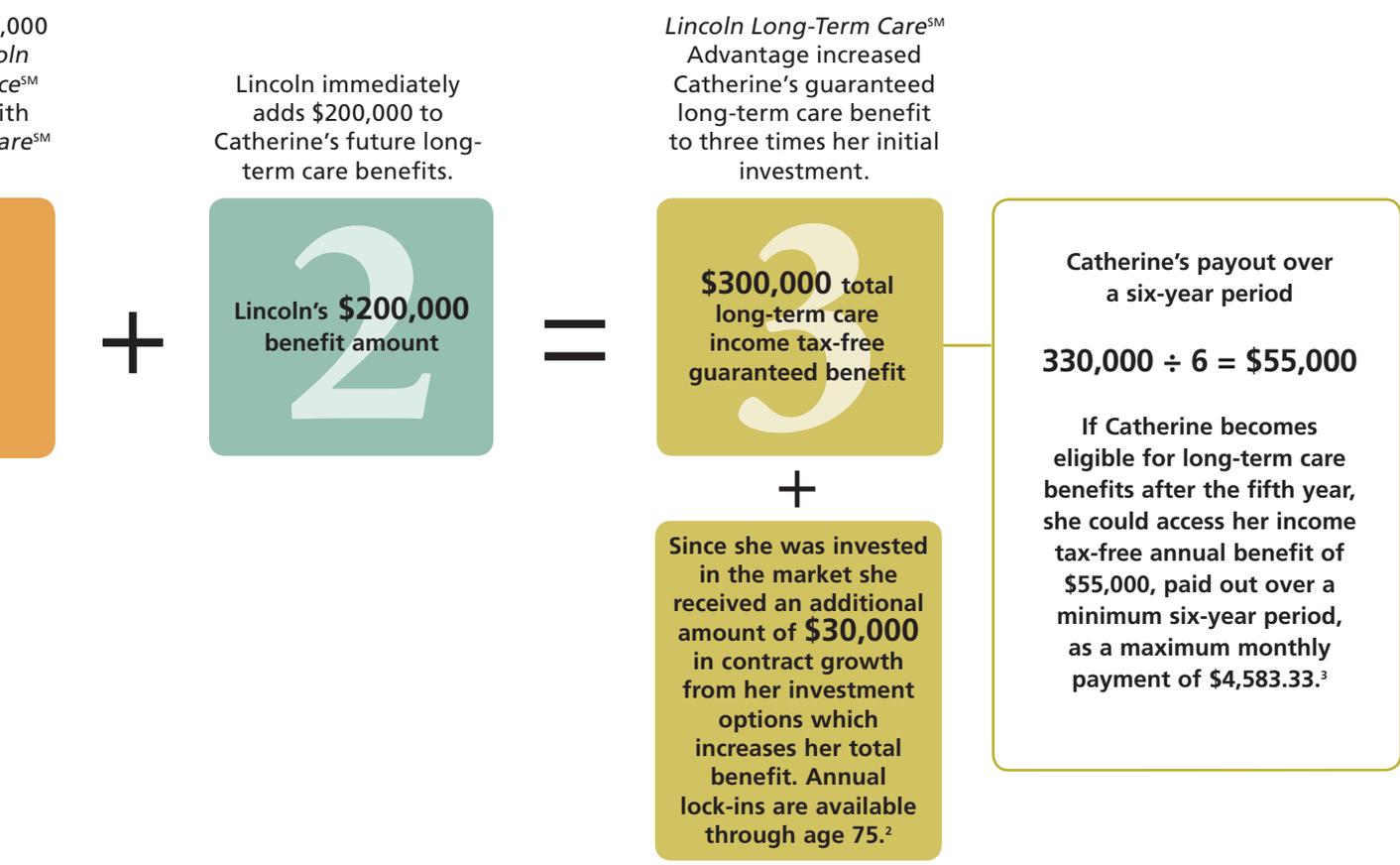
If Catherine needs to begin to receive the same total amount over a longer period of time, she will receive, a 9% increase. Additionally, her benefit will be higher. Once your request is approved, your total long-term care benefit will be fixed account.

Catherine does not need to pay for her care — once she's eligible, her automatic benefit will cover her care.

<sup>3</sup> Benefits are drawn from the account first. If the maximum benefit is not paid, the maximum benefit will be allocated to the account.

# IT'S EASY TO ACCESS YOUR BENEFITS

**Lincoln Long-Term Care<sup>SM</sup> Advantage turns every dollar invested in this contract benefit into three dollars of future long-term care benefits.**



...ded her long-term care benefit sooner, she could ... payments after her first year. She will still receive ... amount, just through a smaller annual benefit over ... of time. Before long-term care benefit payments ... 90-day deductible period must first be satisfied. ... benefits are not available in the first contract year. ... test for eligibility to receive benefits is approved, ... term care account value will be allocated to a ...

...not need to submit her expenses for reimbursement ... eligible for her benefit and receiving care, it is paid to ... y.

**If she never needs long-term care**

Unlike traditional long-term care insurance, Catherine still retains her annuity account value and death benefit if she never needs to use her long-term care benefits. However she does not have access to additional living benefits.

Catherine can also cancel *Lincoln Long-Term Care<sup>SM</sup> Advantage* and purchase another one of Lincoln's innovative features to create a guaranteed lifetime income, or she can choose to cash out her account value.

Withdrawals taken for purposes other than for long-term care benefits will reduce your total long-term care guaranteed benefit and death benefit on a pro rata basis. Long-term care benefits will also reduce your death benefit on a pro rata basis.

...n your original investment first. The maximum annual long-term care benefit is paid for nursing home or hospice care. For other services, 50% of the maximum annual benefit is ... benefit is not used in a given year, the unused portion will be added on to the end of the payout schedule. If the maximum growth benefit is not used in a given year, the unused ... d over the remaining payout schedule. Payouts are not available as a lump sum withdrawal or death benefit.

# COVERAGE AND ELIGIBILITY

## UNDERSTANDING COVERAGE COSTS

Currently, the annual fee for the *Lincoln Long-Term Care*<sup>SM</sup> Advantage growth option has two components: an Acceleration Charge, which is for the initial investment plus any locked-in growth, and an Extension Charge, which is Lincoln's additional amount.

Initial investment + locked-in growth*	Lincoln's additional amount (based on age at issue)**					
0.50% (1.50% maximum annual charge)	Age 45-49	Age 50-54	Age 55-59	Age 60-64	Age 65-69	Age 70-74 (level benefit only)
		0.26%	0.30%	0.32%	0.38%	0.50%

$(\$100,000 + \$30,000) \times 0.50\% = \$650$	$\$200,000 \times 0.38\% = \$760$
<b><math>\\$650 + \\$760 = \\$1,410</math> annually</b> (deducted quarterly from Catherine's account balance)	

At this point here is how the cost for *Lincoln Long-Term Care*<sup>SM</sup> Advantage was calculated for Catherine.

## LEVEL BENEFIT OPTION

You could also elect the Level Benefit option which ensures that your original benefit will remain at three times your original investment. The charge on the initial investment with the Level Benefit option is 0.35% (1.50% maximum annual charge). This option is available from age 45-74.

## 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 a Licensed Health Care Practitioner has certified 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. Additionally you have submitted and are following a Plan of Care prescribed by your Licensed Health Care Practitioner. 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 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.

\* Lincoln may, at its discretion, change the Acceleration Charge percentage. Subject to the guaranteed maximum.

\*\* 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.

Lincoln offers two nonfeiture benefit options in the event you terminate the rider.



## 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

This material was prepared to support the promotion and marketing of a variable annuity 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.

Variable annuities are long-term investment products designed for retirement purposes and are subject to market fluctuation, investment risk, and possible loss of principal. Variable annuities contain both investment and insurance components, and have fees and charges, including mortality and expense, administrative, and advisory fees. Optional features are available for an additional charge. The annuity's value fluctuates with the market value of the underlying investment options, and all assets accumulate tax-deferred. Withdrawals of earnings are taxable as ordinary income and, if taken prior to age 59½, may be subject to a 10% federal tax penalty. Withdrawals will reduce the death benefit and cash surrender value.

**Investors are advised to consider the investment objectives, risks, and charges and expenses of the variable annuity and its underlying investment options carefully before investing. The applicable variable annuity prospectus contains this and other important information about the variable annuity and its underlying investment options. Please call 888 868-2583 for a free prospectus. Read it carefully before investing or sending money. Products and features are subject to state availability.**

*Lincoln ChoicePlus Assurance*<sup>SM</sup> variable annuities (contract form 30070-B and LTC riders AR-518(3-10) and AR-519(3-10) and state variations) are issued

by The Lincoln National 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.**

All contract and rider guarantees, including those for optional benefits, fixed subaccount crediting rates, or annuity payout rates, are backed by the claims-paying ability of the issuing insurance company. They are not backed by the broker/dealer or insurance agency from which this annuity is purchased, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

There is no additional tax-deferral benefit for an annuity contract purchased in an IRA or other tax-qualified plan. 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 (unless the drug addiction is a result of medication taken in doses as prescribed by a physician), 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.

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

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150 N. Radnor-Chester Road  
Radnor, PA 19087

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LCN1008-2045601

PRNT 1/11 Z01

Order code: CP-LTC-BRC003