

SERFF Tracking Number: BNLA-127076256 State: Arkansas
Filing Company: Bankers Life and Casualty Company State Tracking Number: 48299
Company Tracking Number: 17617A
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: 17617A
Project Name/Number: 17617A/17617A

Filing at a Glance

Company: Bankers Life and Casualty Company

Product Name: 17617A

SERFF Tr Num: BNLA-127076256 State: Arkansas

TOI: LTC06 Long Term Care - Other

SERFF Status: Closed-Filed-

State Tr Num: 48299

Closed

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

Co Tr Num: 17617A

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer,
Stephanie Fowler

Authors: Linda Young, Sue Novotny Disposition Date: 03/22/2011

Date Submitted: 03/22/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: 17617A

Status of Filing in Domicile: Not Filed

Project Number: 17617A

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 03/22/2011

State Status Changed: 03/22/2011

Deemer Date:

Created By: Sue Novotny

Submitted By: Linda Young

Corresponding Filing Tracking Number:

Filing Description:

As required by your state's advertising rules, we are filing the above referenced form for your review and approval.

This form will be made available on a general basis. This filing contains no unusual or controversial items from normal Company and industry standards.

Form 17617A is an long-term care insurance product informational brochure to be used at the point of sale with our licensed agents. This form will be hand presented and arranged by our licensed agents with our approved Outlines of Coverage depending on the policy form being presented

Should you have any questions or need any additional information, please let me know.

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Your consideration and approval of the above form would be appreciated.

Company and Contact

Filing Contact Information

Linda Young, Lead Design Analyst i.young@banklife.com
 222 Merchandise Mart Plaza 312-396-6132 [Phone]
 Chicago, IL 60654-2001 312-396-5907 [FAX]

Filing Company Information

Bankers Life and Casualty Company CoCode: 61263 State of Domicile: Illinois
 600 West Chicago Ave Group Code: 233 Company Type:
 Chicago, IL 60654-2800 Group Name: State ID Number:
 (800) 621-3724 ext. [Phone] FEIN Number: 36-0770740

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: \$50 per form
 Per Company: No

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|-----------------------------------|---------|----------------|---------------|
| Bankers Life and Casualty Company | \$50.00 | 03/22/2011 | 45846280 |

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Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------------|------------------|------------|----------------|
| Filed-Closed | Stephanie Fowler | 03/22/2011 | 03/22/2011 |

SERFF Tracking Number: *BNLA-127076256* *State:* *Arkansas*
Filing Company: *Bankers Life and Casualty Company* *State Tracking Number:* *48299*
Company Tracking Number: *17617A*
TOI: *LTC06 Long Term Care - Other* *Sub-TOI:* *LTC06.000 Long Term Care - Other*
Product Name: *17617A*
Project Name/Number: *17617A/17617A*

Disposition

Disposition Date: 03/22/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: BNLA-127076256

State: Arkansas

Filing Company: Bankers Life and Casualty Company

State Tracking Number: 48299

Company Tracking Number: 17617A

TOI: LTC06 Long Term Care - Other

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

Product Name: 17617A

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**Schedule
Form**

Schedule Item
17617A

Schedule Item Status Public Access
Filed-Closed No

SERFF Tracking Number: BNLA-127076256 State: Arkansas
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Form Schedule

Lead Form Number: 17617A

| Schedule Item | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|----------------------------|-------------|-------------|-----------|---------|----------------------|-------------|------------|
| Filed-Closed 03/22/2011 | 17617A | Advertising | 17617A | Initial | | | 17617A.pdf |

LTC

Bankers
SIMPLECHOICE[®]

Long-Term Care Insurance

Comprehensive and Facility-Only LTCI



 **BANKERS**
LIFE AND CASUALTY COMPANY

For the life of
your retirement

Long-Term Care Insurance

Independence. Financial security. Peace of mind.

These are among the reasons why people take responsibility for their futures by purchasing long-term care insurance (LTCI). Insurance not only helps you to maintain control of where you will receive care, it helps protect your life's savings from the high cost of these services. Knowing that you have taken proactive steps today to plan for tomorrow helps relieve the burden of long-term care—both for you and your family.

Home Care

Covers care, services and supplies from qualified home healthcare providers.

- Visits by:
 - Home care aides
 - Nurses
 - Physical, occupational and speech therapists
 - Nutritional specialists
 - Medical social workers
- Charges related to your home care:
 - Transportation to and from medical appointments
 - Domestic cleaning and laundry services
 - Home delivery of meals from an official program
 - Food shopping, running errands, meal preparation and clean-up
- Rental of a wheelchair, hospital bed and other durable, portable therapeutic equipment up to the purchase price

Not available on facility-only plans.

Assisted Living Care

Pays for room, board and additional services at all covered assisted living facilities.

- Usually private, self-contained rooms
- Varying levels of care offered for those who don't require the monitoring of a nursing home
- Typical services include:
 - Meal preparation
 - Laundry and housekeeping
 - Dispensing medications
 - Assistance with activities of daily living
 - Social activities and entertainment
 - Transportation



Adult Day Care

Covers services at a qualified adult day care facility.

- Transportation to and from the facility
- Meals provided by the facility
- Social, recreational and educational events designed to improve your functioning and level of self-awareness

Not available on facility-only plans.

Facility Care

Pays for care, services and supplies in all covered facilities, for example:

- Nursing homes
- Alzheimer's facilities
- Residential healthcare facilities

Key Components When Selecting Your Plan

Maximum Daily Benefit Amount

The maximum daily dollar amount your plan pays per day for your home care, assisted living care, adult day care or facility care. Home care and adult day care provide a weekly or monthly allowance.

Elimination Period

The number of days you must pay for covered care before your plan begins to pay benefits.

Benefit Multiplier/Duration Period

The length of time your plan will cover your care.

Available options vary by age.

Additional Features, Benefits and Optional Riders

Customize your policy with features and benefits that fit your unique long-term care needs.

Hospice Care

Reimburses up to 30 times the Maximum Daily Benefit Amount for covered hospice care services.

Bed Reservation

Reimburses up to 100% of the Maximum Daily Benefit Amount for 60 days.

Ambulance Service

Pays \$75 for up to four ambulance trips per year.

Waiver of Premium*

Waives premiums after you have satisfied your elimination period and are receiving benefits.

Guaranteed Purchase Option*

Allows you to increase your Maximum Daily Benefit Amount by 15% every three years without providing evidence of insurability.

Guaranteed Renewability*

Ensures that if you pay your premiums on time, your policy will remain in force with no premium changes unless rates change on a class basis.

Alternate Plan of Care

Reimburses the Maximum Daily Benefit Amount for covered services not listed in your policy, if approved by Bankers and your Licensed Health Care Practitioner.

Home Modification Allowance

Reimburses up to 30 times the Maximum Daily Benefit Amount for covered home modifications.

Monitoring Equipment Allowance

Provides a 12-month allowance of up to 5% of the Maximum Monthly Benefit Amount for an emergency response system in your home.

Respite Care

Provides 100% of the Maximum Daily Benefit Amount for 21 days each benefit year to pay for professional care if the relative or friend caring for you without charge needs a temporary break.

Caregiver Training Allowance

Provides a one-time allowance of up to 25% of the Maximum Monthly Benefit Amount to professionally train a relative or friend who will care for you in your home free of charge.

Restoration of Benefits

Restores your benefits in full should you become well and stay well for 180 consecutive days with no functional or cognitive impairment and you are not receiving long-term care services. This option may be used once during your policy's lifetime. The benefits used for Caregiver Training, Monitoring Equipment or the Home Modification Allowance do not restore.

Dual Waiver of Premium

Extends waiver of premium benefits to both spouses purchasing Bankers SimpleChoice policies, even if only one person is receiving benefits.

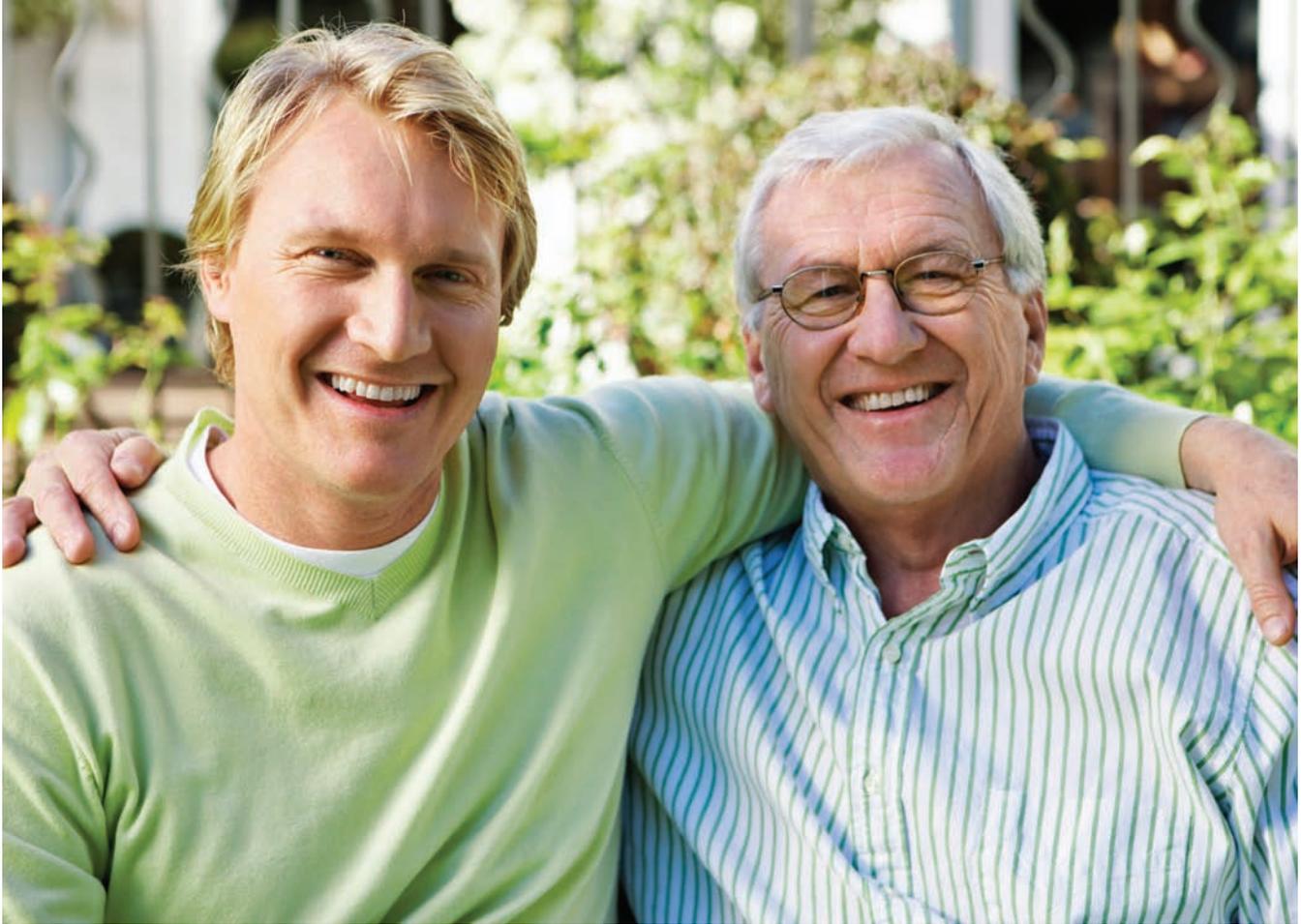
Cash Rider

Enables you to receive up to 25% of your Maximum Daily Benefit Amount as a cash payment while you are receiving covered long-term care services.

*Included in base plan.

Benefits not included in the base plan are available as optional riders for an additional premium.

Not all riders available for all plans. See your agent for complete details.



Cash Disability Rider

Enables you to receive up to 25% of your policy's Maximum Daily Benefit Amount as a cash payment even if you are not receiving covered long-term care services, as long as you meet all other benefit eligibility qualifications.

Limited Premium Payment Period Rider

Pays up your policy in full after a 10- or 20-year period.

Non-Forfeiture Benefit Rider

Continues long-term care coverage, if your policy lapses, with a new Lifetime Maximum Benefit Amount that is equal to either the sum of all premiums paid or 30 times the Maximum Daily Benefit Amount, whichever is greater. Eligibility begins after three policy years.

Paid-Up Survivorship Benefit Rider

Waives premium payments for a surviving spouse if the other spouse passes away and both policies and riders have been in force for 10 full years.

Return of Premium Rider

Refunds a portion of the premium you paid if your coverage ends. The policy must be in force for three full years.

Shared Maximum Benefit Rider

Provides an additional amount of coverage that can be shared by both spouses once their own coverage is depleted, assuming both policies have identical benefits.

Survivor Maximum Benefit Increase Rider

Provides a surviving spouse with an increase to his or her Maximum Daily Benefit Amount equal to 50% of the deceased spouse's total benefit, assuming both plans have identical benefits.



Inflation Protection

Help your policy benefits keep up with the cost of living with optional 5% compound annual inflation protection. If you do not select 5% compound annual inflation protection, choose from six additional options:

- Compound annual inflation protection (2%, 3% or 4%)
- Simple annual inflation protection (5%)
- Decreasing Annual Inflation I:

| Age | Inflation Protection |
|-------------|-------------------------|
| Up to 60 | 5% Compound |
| 61 to 75 | 3% Compound |
| 76 and Over | No Inflation Protection |

- Decreasing Annual Inflation II:

| Age | Inflation Protection |
|-------------|-------------------------|
| Up to 60 | 5% Compound |
| 61 to 75 | 5% Simple |
| 76 and Over | No Inflation Protection |

Partnership Plans Available

Consider choosing policy benefits that qualify for a Long-Term Care Partnership Program (LTCP).

- All plans are tax-qualified long-term care insurance (LTCI)
- Requires inflation protection based on your age
- Typically offers asset protection if you otherwise qualify for Medicaid
- Benefit options are the same as traditional policies including both comprehensive and facility-only plans
- State governments work with private companies to offer LTCP plans
- No additional cost for LTCP plans when compared to traditional LTCI with comparable benefits

Tax-Qualified Plans Available

Select a tax-qualified plan and receive tax advantages that may include:

- Deducting premiums as a medical expense
- Receiving long-term care benefits income tax-free

Available if you are able to itemize deductions. Subject to the usual limitations on the deduction of medical expenses. Please consult your tax advisor.

Discounts

Save money on your premium payments simply by qualifying for up to two of Bankers' four discounts.

- **10% Preferred Health Discount**
Open to all applicants who qualify.
- **10% Companion Discount**
Two people living in the same residence for at least 5 years who apply for and are issued individual policies.
- **15% Married Discount**
One married person who applies for and is issued a policy.
- **35% Spousal Discount**
Two legally married people who both apply for and are issued individual policies.



The coverage advertised may meet the requirements for participation in a Long-Term Care Insurance Partnership Program in some states. Under this Program, the policyholder may be able to protect assets from Medicaid spend-down requirements through a feature known as 'asset disregard.' Nothing in a policy or certificate issued by a company is a guarantee of Medicaid eligibility, nor a guarantee of any ability to disregard assets for purposes of Medicaid eligibility. Please also note that states do not take part in company-specific marketing plans, and states do not endorse specific companies or company specific policy and certificate forms. If you have questions about the availability of this Program in your state, please contact the company or your state insurance department.

Exclusions and Limitations

This policy does not cover expenses incurred due to war or act of war; expenses that are paid under Medicare or any other government insurance plan (except Medicaid); for services or supplies provided by a member of the immediate family or a person who ordinarily lives in your home (caregiver training expenses are not subject to this exclusion); for services and supplies not included in the Plan of Care; for which no charge is customarily made in the absence of insurance; or outside the United States, its territories and possessions or Canada except as specifically covered under the International Coverage provision.

Tax-qualified policy GR-N620, GR-N640 and GR-N650 will not pay for expenses included in the application of any Medicare deductible, coinsurance or co-payment amount.

This brochure is designed to give a brief description of the policies and optional benefits. The exact terms, limitations, definitions, conditions and the qualifications of a specific facility or service will be found in the policy and rider(s), if any, delivered to you. The terms of the policy and any selected rider(s) govern.

Insurers and their representatives are not permitted by law to offer tax or legal advice. The general information here was written to support the sales, marketing or service of insurance policies offered by Bankers Life and Casualty Company. Based upon individuals' particular circumstances and objectives, they should seek specific advice from their own qualified and duly licensed independent tax or legal advisors. No one may rely upon or use the information here for the purpose of avoiding any tax or tax penalty that may be imposed by the Internal Revenue Code or other applicable law.

Neither Bankers Life and Casualty Company nor any of its agents or representatives are authorized to give legal, tax or accounting advice. We suggest you consult your attorney, accountant or tax advisor on specific points of interest to you.

Neither Bankers Life and Casualty Company nor any of its agents are in any manner affiliated with or sponsored by the U.S. Government or the Federal Medicare Program.

GR-N620 Tax-Qualified Long-Term Care Policy
GR-N630 Non-Tax-Qualified Long-Term Care Policy
GR-N640 Tax-Qualified Long-Term Care Policy
GR-N650 Tax-Qualified Long-Term Care Policy
GR-N670 Non-Tax-Qualified Long-Term Care Policy
GR-N680 Non-Tax-Qualified Long-Term Care Policy
309A Additional Services Benefit Rider
321L Enhanced Benefit Services Rider
310L Comprehensive Benefit Services Rider (Weekly)
310A Comprehensive Benefit Service Rider (Monthly)
311A Dual Waiver of Premium
304R TQ/304X NTQ Restoration of Benefits
312A TQ/313A NTQ Cash Rider
314A TQ/315 NTQ Cash Disability Rider
242A Limited Pay Rider
206A Non-Forfeiture Rider
226A Paid-Up Survivorship Benefit Rider
228R Return of Premium Rider
308A Shared Maximum Benefit Rider
303A Survivor Maximum Benefit Increase Rider