

SERFF Tracking Number: MUTM-127029608 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 47955
Company Tracking Number: KELLY KRUMWIED
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - MC33978_0111
Project Name/Number: Long Term Care Advertising /MC33978_0111

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127029608 State: Arkansas
MC33978_0111

TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed- State Tr Num: 47955
Closed

Sub-TOI: LTC03I.001 Qualified Co Tr Num: KELLY KRUMWIED State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Harris Shearer,
Stephanie Fowler

Author: Kelly Krumwied Disposition Date: 03/01/2011
Date Submitted: 02/10/2011 Disposition Status: Filed-Closed
Implementation Date:

Implementation Date Requested:

State Filing Description:

General Information

Project Name: Long Term Care Advertising
Project Number: MC33978_0111
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: 03/01/2011
State Status Changed: 03/01/2011
Created By: Kelly Krumwied
Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Kelly Krumwied

Filing Description:

Please see cover letter under the supporting documentation tab.

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com

Consultant

Mutual of Omaha 402-351-2476 [Phone]

Mutual of Omaha Plaza 402-351-5298 [FAX]

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Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance Company	CoCode: 71412	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Health Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6910 ext. [Phone]	FEIN Number: 47-0246511	

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	02/10/2011	44597853

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	03/01/2011	03/01/2011

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Disposition

Disposition Date: 03/01/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Cover Letter	Filed-Closed	Yes
Supporting Document	Memorandum of Variability	Filed-Closed	Yes
Form	Brochure	Filed-Closed	Yes

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Form Schedule

Lead Form Number: MC33978_0111

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 03/01/2011	MC33978_0111	Advertising	Brochure	Initial		0.000	MC33978_0111_Brackets.pdf

Mutual Care[®] Plus

Long-Term Care Insurance



*Living Life
My Way*

[For members of
Association Name
and/or Logo]

[Marketed by
Broker
Logo]

Your Life ... Your Way

You've always done things your way. Forged your own path. Never been one to follow along with the crowd. And that's exactly how you plan to keep living your life. You're young, healthy and active, and you're doing everything you can to stay that way. Sure, you may need a little help someday, but it's going to be on your own terms.



There's No Place Like Home

Did you know a long-term care insurance policy actually may help keep you out of a nursing home? That's because long-term care insurance allows you to get the care you need right in your own home.

Home Care Benefits

Your long-term care insurance policy provides a variety of benefits that can help you remain at home, including personal care services to assist you with the activities of daily living, homemaker services to help with grocery shopping, meal preparation and housekeeping and professional services of a registered nurse, home health aid or therapist. Your policy also pays benefits for adult day-care services.

Care Coordinator Services

Your policy offers the optional services of a care coordinator – a licensed health care professional who can assess your needs, develop an individualized plan of care and help you arrange for long-term care services. There's no elimination period, which means you have immediate access to a care coordinator. And while the use of a care coordinator is not required, some policy benefits are available only when a care coordinator is used.

Other Stay-at-Home Benefits

Your policy also will pay benefits for stay-at-home services when recommended by your care coordinator. These services include:

- Payment for a family member or friend to become trained to care for you
- Special equipment, such as a hospital-style bed, walker, wheelchair or respirator
- Home modifications to enhance your ability to perform the activities of daily living and remain safely at home
- Rental and installation of a medical alert system



What if You Need More Care?

You certainly don't want to leave your home. But if you need more care, your long-term care insurance policy has you covered. Your policy also provides benefits for assisted living, nursing home and hospice care. The policy even will pay to keep a bed available for you in your assisted living facility or nursing home if you need to be hospitalized. It also provides for a care coordinator to conduct an annual assessment of the safety and adequacy of your facility and provide a written report to you and/or your family members.

When Can You Receive Benefits?

You're eligible to receive benefits under your long-term care insurance policy if your licensed health care practitioner determines you're chronically ill and need help with the activities of daily living. You're also eligible for benefits if your licensed health care practitioner determines you need continual supervision due to a severe cognitive impairment.

How are Benefits Paid?

After you satisfy the elimination period (the waiting period before benefits begin), your policy will pay benefits for the long-term care expenses you incur

each month – up to the maximum monthly benefit amount you select. Your policy will continue to pay for incurred expenses until the maximum lifetime benefit of the policy is reached.

Additional Features of Your Policy

Your Mutual of Omaha long-term care insurance policy offers all the following benefits:

Cash Benefit

There are times when it would be helpful to receive your long-term care benefit up-front in cash, rather than receiving a benefit for actual long-term care expenses you incur. Maybe you need to pay travel expenses so a child can visit and provide care or you'd like to hire services not covered under your policy. This benefit gives you that option. When you elect the monthly cash benefit, you'll receive 35 percent of your policy's home health care maximum monthly benefit. The cash can be used for any costs associated with your long-term care expenses. And no elimination period to satisfy, so you can have cash available the first day you become eligible for long-term care benefits.

Alternate Care Benefit

Standards for care may change in the years to come. Services not available today may be commonplace in the future. A Mutual Care Plus long-term care insurance policy contains a provision to pay benefits for alternate services or treatments not otherwise covered by the policy, as long as they are recommended by a care coordinator.

Waiver of Premium Benefit

If you're receiving long-term care services, you don't have to pay premiums. A Mutual Care Plus long-term care insurance policy contains a provision that no premium is due while you receive covered long-term care services.

International Travel Benefit

There's no need to worry when you travel. If you need long-term care services outside the United States, Canada or the United Kingdom, your policy will pay benefits.

Respite Care Benefit

Being a caregiver can be stressful. So when your regular unpaid caregiver needs a break, your policy will pay for the temporary services of another person or facility to provide care for you.

Multiple Premium Payment Options

We even make paying premiums easy by allowing you to select the payment option that's best for you. You can pay premiums throughout the life of the policy, or you can elect to pay for a set period of time (10 years, 20 years or until you reach age 65), after which no further premiums are due. [You even can pay your entire policy premium in one lump sum.] The choice is yours.

Tax-Qualified Coverage*

A Mutual Care Plus long-term care insurance policy is intended to be tax-qualified and the benefits you receive tax-free.

30 Days to Examine Your Policy

We give you 30 days from the time you receive your policy to look it over carefully. If you decide it's not for you, you can return it to us for a full refund of any premium you paid.

How to Save on Your Premium

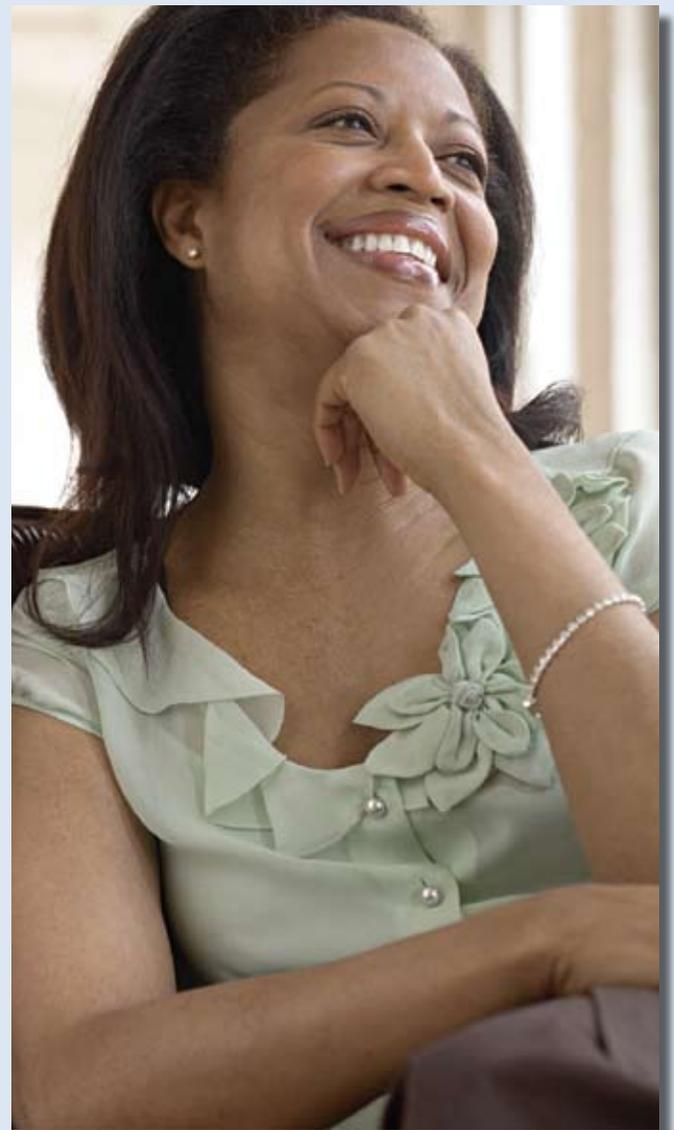
Mutual of Omaha offers a variety of premium allowances to help you save money. And best of all, we give you all the savings that apply. You may qualify for one or more of the following:

- **Spouse** – 35% savings if you and your spouse both purchase long-term care insurance policies from Mutual of Omaha
- **Preferred** – 15% savings for being in good health
- **Married** – 15% savings if you are married, but your spouse does not purchase a long-term care insurance policy
- **Two-Person Household** – 10% savings if both you and another adult living in your household (not your spouse) purchase long-term care insurance policies from Mutual of Omaha
- **Association Group** – 5% savings if you're a member of a qualifying association group
- **Medicare Supplement** – 5% savings if you own a Medicare supplement insurance policy from Mutual of Omaha or an affiliate company

Long-Term Care Insurance Your Way

When it comes to purchasing a long-term care insurance policy, we give you choices.

Whether it's one of our easy packages of benefits or a policy you build yourself, we believe you should be able to purchase long-term care insurance your way.



*Internal Revenue Code Section 7702B

Mutual Care[®] 3 & 5

If you're looking for an easy way to buy long-term care insurance, this is it. Mutual Care[®] 3 and Mutual Care[®] 5 are pre-packaged policy options that contain the long-term care benefits our customers purchase most often. And that means you get the essential coverage you need without a lot of extras you may not use.

	Mutual Care [®] 3	Mutual Care [®] 5
Benefit period	3 years	5 years
Maximum monthly benefit	\$3,000 - \$15,000 (in \$500 increments) \$ _____	\$3,000 - \$15,000 (in \$500 increments) \$ _____
Cash benefit amount	35% of home health care maximum monthly benefit	35% of home health care maximum monthly benefit
Elimination period	90 calendar days	90 calendar days
Inflation protection	Lifetime 3% compound annually	20-year 5% compounded annually
Maximum lifetime benefit calculation	Multiply the maximum monthly benefit amount you select times 36 months (3 years of benefits) \$ _____	Multiply the maximum monthly benefit amount you select times 60 months (5 years of benefits) \$ _____

Mutual Care[®] 3 & 5 Optional Benefits**

Spouse Shared Care Benefit – You and your spouse share everything else, why not share long-term care benefits? If you run out of coverage but still need care, you can access benefits under your spouse's policy. And, if either spouse dies while both policies are in force, the surviving spouse receives the deceased spouse's remaining maximum lifetime benefit amount with no effect on premium.

Non-Forfeiture Shortened Benefit Period – This optional feature allows for your coverage to continue on a reduced basis in the event you stop paying premiums.



**Additional premium may be required

Mutual Care® My Way

If you'd rather build your own long-term care insurance policy from the ground up, you can do that, too. Mutual Care® My Way allows you to choose the long-term care benefits that best meet your own unique needs.

	Mutual Care® My Way		
Benefit period	2 years 3 years 4 years 5 years 6 years 8 years Lifetime		
Maximum monthly benefit	\$1,500 to \$15,000 (in \$500 increments)		
Monthly benefit options (percentage of maximum monthly benefit)	Home care 100% 75% 50%	Assisted living 100% 75% 50%	Nursing home 100%
Cash benefit amount	35% of home health care maximum monthly benefit		
Elimination period	0 calendar days 30 calendar days 60 calendar days 90 calendar days 180 calendar days 365 calendar days		
Inflation protection	Lifetime (5% compounded annually) Lifetime (4% compounded annually) Lifetime (3% compounded annually) Lifetime (5% simple) 20-year (5% compounded annually) No inflation protection (includes option to purchase at a later date)		
Maximum lifetime benefit	Multiply the maximum monthly benefit amount you select times the benefit period you select (the number of months of benefits) \$ _____		



Mutual Care® My Way Optional Benefits**

Spouse Shared Care Benefit – You and your spouse share everything else, why not share long-term care benefits? If you run out of coverage but still need care, you can access benefits under your spouse's policy. And, if either spouse dies while both policies are in force, the surviving spouse receives the deceased spouse's remaining maximum lifetime benefit amount with no effect on premium.

Spouse Security Benefit – If your spouse doesn't have long-term care insurance, here's how you can help ensure he or she is cared for while you receive long-term care services. The Spouse Security Benefit pays an additional 60 percent of your policy's maximum monthly benefit each month you're eligible for covered long-term care services. And that money can be used to provide care and living expenses for your uninsured spouse. (Note: This benefit is not available when you receive the monthly cash benefit.)

Spouse Waiver of Premium – If you or your spouse are receiving long-term care services, the premiums on both policies will be waived.

Spouse Survivorship Benefit – If one spouse dies after both policies have been in force for 10 years, no further premium will be due from the surviving spouse for the remainder of his or her lifetime.

Waiver of Elimination Period for Home Health

Care – The elimination period (waiting period) will be waived, which means you'll have access to home care benefits on day one.

Additional Benefit for Injury – If you sustain an injury that requires long-term care services prior to age 65, your policy will pay your incurred expenses for home care, assisted living or nursing home care plus an additional benefit for other expenses related to your injury, up to the maximum monthly benefit of your policy.

Restoration of Benefits – If you no longer need long-term care services for 180 consecutive days, the maximum lifetime benefit of your policy will be restored.

Return of Premium Benefits – You have a choice of benefits that can refund the premium to your heirs upon your death. These include full return of premium, return of premium less any claims that were paid and return of premium less claims paid if death occurs before age 65.

Non-Forfeiture Shortened Benefit Period – Your coverage will continue on a reduced basis in the event you stop paying premiums.

See What Long-Term Care Insurance Can Do for You

A long-term care insurance policy can help you receive the care you need in your home, where you're most comfortable. And because it pays benefits for the services you need, your kids may not have to become your caregivers. Long-term care insurance allows you to make your own decisions about what's best for you. It can help you protect your retirement savings so you're able to do all the things you want to do and still have something left to leave your kids. With a little planning now, a long-term care insurance policy can help you continue to live life your way!

The Company that's Right for You

When you're considering a long-term care insurance policy, it's important to select a company that's stable and financially sound. Mutual of Omaha has a long history in the insurance industry – we've been paying claims to customers since 1909. In addition, we continually earn high marks from leading industry rating organizations. So, when you're looking for a company that's right for you, consider this: Mutual of Omaha's longevity, financial strength and experience helping people plan for their long-term care needs means you can count on us to be here when you need us.

**Additional premium may be required



Long-Term Care Insurance underwritten by:

MUTUAL OF OMAHA INSURANCE COMPANY

Mutual of Omaha Plaza
Omaha, NE 68175-0001
mutualofomaha.com

Please Read Your Policy Carefully

This is a brief description of some of the facts about a long-term care insurance policy. A Shopper's Guide to Long-Term Care Insurance and outline of coverage are provided to give you additional information. The policy and outline of coverage contain complete details of the benefits, exceptions and limitations of the policy and set forth in detail the rights and obligations of both you and Mutual of Omaha Insurance Company.

[Mutual of Omaha is proud to authorize [Broker Company Name], a licensed, independent agency, to sell our insurance products.]

[The [association name] allows Mutual of Omaha Insurance Company to offer long-term care insurance to its members. The coverage provided is individual insurance and not group insurance.]

MUTUAL of OMAHA'S
WILD KINGDOM
on Animal Planet



This is a solicitation of insurance. Policy forms LTC09M, LTC09M-AG or state equivalent. In OR: LTC09M-OR, LTC09M-AG-OR; in PA: LTC09M-PA, LTC09M-AG-PA; in WA: LTC09M-WA, LTC09M-AG-WA. These policies have exceptions and limitations. You may be contacted by telephone by an insurance agent (in WA: producer).

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Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Cover Letter	Filed-Closed	03/01/2011
Comments:			
Attachment:			
AR Letter App.pdf			

		Item Status:	Status Date:
Satisfied - Item:	Memorandum of Variability	Filed-Closed	03/01/2011
Comments:			
Attachment:			
VM-MC33978_0111.pdf			

MUTUAL OF OMAHA INSURANCE COMPANY

Mutual of Omaha Plaza, Omaha, NE 68175, 402-342-7600



February 10, 2011

Arkansas Department of Insurance
Attn: Compliance - Life & Health
1200 West Third Street
Little Rock, AR 72201-1904

NAIC #: 261-71412
FEIN #: 47-0246511
Mutual of Omaha Insurance Company
Long-Term Care Advertising
MC33978_0111

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

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

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

Sincerely,

Corporate Compliance and Ethics Division

For Questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

kk

VARIABLE MATERIAL FOR ADVERTISING FORM MC33978_0111

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

Section

Cover page bottom left [For members of Association name and/or logo]
Cover page at the bottom right, [Marketed by Broker Logo]
Page 4, under Multiple Premium Payment Options, [You can even pay your entire policy premium in one lump sum.]
Back cover at the bottom, [Mutual of Omaha is proud to authorize [Association Group name or Broker Company Name], a licensed, independent agency, to sell our insurance products.]

Back cover at the bottom, [The [association name] allows Mutual of Omaha Insurance Company to offer long-term care insurance to its members. The coverage provided is individual insurance and not group insurance.]

Explanation

This will be the Association Group name representing the brochure (if applicable).
This will be the Brokerage agency name representing the brochure (if applicable).
This will be removed if single premium is not an available method of payment.

This will appear if a Broker wishes to use this brochure to sell our product (if applicable).

This will appear if we are using this piece to solicit to association group members.