

State: Arkansas **Filing Company:** Colonial Life & Accident Insurance Company
TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified
Product Name: LTC Flyer
Project Name/Number: LTC Flyer/LTC Flyer

Filing at a Glance

Company: Colonial Life & Accident Insurance Company
Product Name: LTC Flyer
State: Arkansas
TOI: LTC03I Individual Long Term Care
Sub-TOI: LTC03I.001 Qualified
Filing Type: Advertisement
Date Submitted: 01/22/2013
SERFF Tr Num: UNUM-128848959
SERFF Status: Closed-Approved
State Tr Num:
State Status: Approved-Closed
Co Tr Num: LTC FLYER

Implementation: On Approval
Date Requested:
Author(s): Cathy Brooks, Angela Parker, Lauren Sease, Annette Smith, Julie Mader, Vanessa Vice, Tyra Marshall, Jessica Reece
Reviewer(s): Donna Lambert (primary)
Disposition Date: 01/28/2013
Disposition Status: Approved
Implementation Date:

State Filing Description:

State: Arkansas **Filing Company:** Colonial Life & Accident Insurance Company
TOI/Sub-TOI: LTC031 Individual Long Term Care/LTC031.001 Qualified
Product Name: LTC Flyer
Project Name/Number: LTC Flyer/LTC Flyer

General Information

Project Name: LTC Flyer Status of Filing in Domicile: Not Filed
 Project Number: LTC Flyer Date Approved in Domicile:
 Requested Filing Mode: Informational Domicile Status Comments:
 Explanation for Combination/Other: Market Type: Individual
 Submission Type: New Submission Individual Market Type:
 Overall Rate Impact: Filing Status Changed: 01/28/2013
 State Status Changed: 01/28/2013
 Deemer Date: Created By: Julie Mader
 Submitted By: Julie Mader Corresponding Filing Tracking Number:

Filing Description:
 Enclosed for your review and approval is advertising form:

Form Number	Form Name
69579-2	Long-Term Care Benefit Rider
69580-2	Long-Term Care and Restoration of Benefits Riders

The form is intended for presentation and description to the insurance-buying public and is designed to be used with Colonial Life & Accident Insurance Company's Individual Long-Term Care products.

This form represents the advertising material that will be used to solicit the Long-Term Care Benefit rider that will be sold with our Universal Life policy form, ICC07- UL1000.

Our Long-Term Care Benefit rider, R-UL-LTC and associated forms were previously approved by your department on 5/9/2008 with SERFF tracking number, UNUM-125350597.

Company and Contact

Filing Contact Information

Julie Mader, Information Specialist	jamader@unum.com
One Fountain Square	423-294-2571 [Phone]
Chattanooga, TN 37402	

Filing Company Information

Colonial Life & Accident Insurance Company	CoCode: 62049	State of Domicile: South Carolina
1200 Colonial Life Boulevard	Group Code: 565	Company Type:
Post Office Box 1365	Group Name:	State ID Number:
Columbia, SC 29202	FEIN Number: 57-0144607	
(803) 798-7000 ext. [Phone]		

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00

State: Arkansas **Filing Company:** Colonial Life & Accident Insurance Company
TOI/Sub-TOI: LTC031 Individual Long Term Care/LTC031.001 Qualified
Product Name: LTC Flyer
Project Name/Number: LTC Flyer/LTC Flyer

Retaliatory? No
 Fee Explanation: \$50.00 Per Advertising Filing.
 Per Company: No

Company	Amount	Date Processed	Transaction #
Colonial Life & Accident Insurance Company	\$50.00	01/22/2013	66743071
Colonial Life & Accident Insurance Company	\$50.00	01/23/2013	66781550
Colonial Life & Accident Insurance Company	\$50.00	01/28/2013	66934579

SERFF Tracking #:

UNUM-128848959

State Tracking #:

Company Tracking #:

LTC FLYER

State:

Arkansas

Filing Company:

Colonial Life & Accident Insurance Company

TOI/Sub-TOI:

LTC03I Individual Long Term Care/LTC03I.001 Qualified

Product Name:

LTC Flyer

Project Name/Number:

LTC Flyer/LTC Flyer

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Donna Lambert	01/28/2013	01/28/2013

Objection Letters and Response Letters

Objection Letters

Status	Created By	Created On	Date Submitted
Pending Industry Response	Donna Lambert	01/28/2013	01/28/2013

Response Letters

Responded By	Created On	Date Submitted
Lauren Sease	01/28/2013	01/28/2013

SERFF Tracking #:

UNUM-128848959

State Tracking #:

Company Tracking #:

LTC FLYER

State:

Arkansas

Filing Company:

Colonial Life & Accident Insurance Company

TOI/Sub-TOI:

LTC03I Individual Long Term Care/LTC03I.001 Qualified

Product Name:

LTC Flyer

Project Name/Number:

LTC Flyer/LTC Flyer

Disposition

Disposition Date: 01/28/2013

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Long-Term Care Benefit Rider Flyer	Approved	Yes
Form	Long-Term Care and Restoration of Benefits Riders	Approved	Yes

State: Arkansas Filing Company: Colonial Life & Accident Insurance Company
TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified
Product Name: LTC Flyer
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Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	01/28/2013
Submitted Date	01/28/2013
Respond By Date	02/28/2013

Dear Julie Mader,

Introduction:

This will acknowledge receipt of the captioned filing.

Please review the SERFF Filing Instructions and submit an additional \$50, as the filing fee is \$50 per form.

Conclusion:

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,

Donna Lambert

State: Arkansas **Filing Company:** Colonial Life & Accident Insurance Company
TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified
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Response Letter

Response Letter Status	Submitted to State
Response Letter Date	01/28/2013
Submitted Date	01/28/2013

Dear Donna Lambert,

Introduction:

We are responding to your objection letter dated January 28, 2013.

Response 1

Comments:

An additional \$50 filing fee has been submitted.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Conclusion:

Thank you for your continued review of this filing.

Sincerely,

Lauren Sease

State: Arkansas

Filing Company:

Colonial Life & Accident Insurance Company

TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified

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Form Schedule

Lead Form Number: 69579-2

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1	Approved 01/28/2013	Long-Term Care Benefit Rider Flyer	69579-2	ADV	Initial			69579-2-regular-LTC.pdf
2	Approved 01/28/2013	Long-Term Care and Restoration of Benefits Riders	69580-2	ADV	Initial			69580-2-regular-ROB.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages

Universal Life Long-Term Care Benefit Rider



How will you cover the cost of long-term care?

Long-term care costs are rising quickly. Purchasing coverage while you're in good health gives you access to benefits if you need them later on. Help preserve your independence and assets with Colonial Life's Long-Term Care Benefit Rider.

How does it work?

Colonial Life's Long-Term Care Benefit Rider advances a portion of your universal life policy's death benefit to provide monthly payments for qualified long-term care services needed because of a chronic illness, serious accident, sudden illness or cognitive impairment.

How much will my benefit pay?

The benefit pays a percentage of your Universal Life death benefit amount. The amount of the monthly death benefit advance is also based on the care setting.

Care Setting	Monthly Benefit*
LTC Facility, such as a nursing home	6% of Death Benefit
Assisted Living Facility	6% of Death Benefit
Home Health Care Agency or Licensed Home Health Care Professional	4% of Death Benefit
Adult Day Care	4% of Death Benefit

*Monthly benefit for each benefit period, less any policy loans, as of the end of the 90-day elimination period. Amount of monthly benefit may vary by state and may not be available in all states. See the Outline of Coverage for complete details.

Example of how the Universal Life Policy death benefit is affected when receiving the monthly long-term care facility benefits under this rider:

	Original Death Benefit	Month 1	Month 2	Month 3	Month 4
Death Benefit Before LTC Benefit	\$100,000	\$100,000	\$94,000	\$88,000	\$82,000
6% LTC Facility Benefit		-\$6,000	-\$6,000	-\$6,000	-\$6,000
Remaining Death Benefit		\$94,000	\$88,000	\$82,000	\$76,000

Frequently asked questions about Colonial Life's Long-Term Care Coverage

When will benefits be paid under this rider?

Benefits are paid once the insured is unable to perform at least two of the six Activities of Daily Living (ADLs) or requires substantial supervision due to severe cognitive impairment.

What can I use the benefits to pay for?

With these benefits, you can help preserve your savings and assets and have more choice in where you receive your qualified long-term care services. It provides coverage for various care settings – including the home.

Note: In addition to reducing the death benefit, long-term care benefits under this rider will also proportionally reduce the policy's fund value, indebtedness, amount available for loans and withdrawals, surrender charges, and amount available for advance of the death benefit under any provision of the policy or any rider other than this rider.

Will I still have to pay premiums on my Universal Life Policy while the long-term care benefits are being paid?

No, you will not. There is a built-in Waiver of Monthly Deductions benefit that waives all monthly deductions made on the universal life policy while long-term care benefits are being paid under the rider.

This coverage has exclusions and limitations that may affect benefits payable. Benefits vary by state and may not be available in all states. See your Colonial Life benefits counselor for complete details.

Applicable to rider form R-UL-LTC. This brochure is not complete without the corresponding Outline of Coverage form R-UL-LTC-O, including state variations where applicable; for example, R-UL-LTC-O-TX.

Universal Life Long-Term Care and Restoration of Benefits Riders



How will you cover the cost of long-term care?

Long-term care costs are rising quickly. Purchasing coverage while you're in good health gives you access to benefits if you need them later on. Help preserve your independence and assets with Colonial Life's Long-Term Care and Restoration of Benefits Riders.

How do they work?

Colonial Life's Long-Term Care Benefit Rider advances a portion of your universal life policy's death benefit to provide monthly payments for qualified long-term care services needed because of a chronic illness, serious accident, sudden illness or cognitive impairment. Then the Restoration of Benefits Rider automatically restores your death benefit to its original amount on a monthly basis as the long-term care benefit is paid out.

How much will my benefit pay?

The benefit pays a percentage of your Universal Life death benefit amount. The amount of the monthly death benefit advance is also based on the care setting.

Care Setting	Monthly Benefit*
LTC Facility, such as a nursing home	6% of Death Benefit
Assisted Living Facility	6% of Death Benefit
Home Health Care Agency or Licensed Home Health Care Professional	4% of Death Benefit
Adult Day Care	4% of Death Benefit

**Monthly benefit for each benefit period, less any policy loans, as of the end of the 90-day elimination period. Amount of monthly benefit may vary by state and may not be available in all states. See the Outline of Coverage for complete details.*

Example of how the Universal Life Policy death benefit is affected when receiving the monthly long-term care facility benefits and the restoration benefits under these riders:

	Month 1	Month 2	Month 3	Month 4
Death Benefit Before LTC Benefit	\$100,000	\$100,000	\$100,000	\$100,000
6% Monthly LTC Facility Benefit	-\$6,000	-\$6,000	-\$6,000	-\$6,000
Remaining Death Benefit without Restoration	\$94,000	\$88,000	\$82,000	\$76,000
Restoration Benefit	+\$6,000	+\$6,000	+\$6,000	+\$6,000
Death Benefit After Restoration Benefit	\$100,000	\$100,000	\$100,000	\$100,000

Frequently asked questions about Colonial Life's Long-Term Care and Restoration of Benefits Riders

When will benefits be paid?

Benefits are paid once the insured is unable to perform at least two of the six Activities of Daily Living (ADLs) or requires substantial supervision due to severe cognitive impairment.

What can I use the long-term care benefits to pay for?

With these benefits, you can help preserve your savings and assets and have more choice in where you receive your qualified long-term care services. It provides coverage for various care settings – including the home.

Note: In addition to reducing the death benefit, long-term care benefits under this rider will also proportionally reduce the policy's fund value, indebtedness, amount available for loans and withdrawals, surrender charges, and amount available for advance of the death benefit under any provision of the policy or any rider other than this rider.

Will I still have to pay premiums on my Universal Life Policy while the long-term care benefits are being paid?

No, you will not. There is a built-in Waiver of Monthly Deductions benefit that waives all monthly deductions made on the universal life policy while long-term care benefits are being paid under the rider.

Is there a maximum restoration amount?

Yes. The maximum restoration amount is equal to your policy's death benefit, so the rider will fully restore the death benefit one time.

What happens if I use all of the death benefit on long-term care benefits?

Purchasing the Restoration of Benefits Rider allows you to use your long-term care benefits if you need them and helps you protect your beneficiaries. Even if you use 100% of your death benefit for qualified long-term care services, your universal life death benefit will not be affected if you have the Restoration of Benefits Rider.

This coverage has exclusions and limitations that may affect benefits payable. Benefits vary by state and may not be available in all states. See your Colonial Life benefits counselor for complete details.

Applicable to rider forms R-UL-LTC and R-UL-RB. This brochure is not complete without the corresponding Outlines of Coverage forms R-UL-LTC-O and R-UL-RB-O, including state variations where applicable; for example, R-UL-LTC-O-TX and R-UL-RB-O-TX.

Colonial Life

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