

SERFF Tracking Number: BNLA-126245984 State: Arkansas
Filing Company: Bankers Life and Casualty Company State Tracking Number: 43073
Company Tracking Number: 15945A
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: 15945A - HC Brochure
Project Name/Number: 15945A - HC Brochure/15945A - HC Brochure

Filing at a Glance

Company: Bankers Life and Casualty Company

Product Name: 15945A - HC Brochure

TOI: LTC06 Long Term Care - Other

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

Filing Type: Advertisement

SERFF Tr Num: BNLA-126245984

SERFF Status: Closed

Co Tr Num: 15945A

Co Status:

Authors: Thomas Kimble, Dan
Murphy

Date Submitted: 07/28/2009

State: ArkansasLH

State Tr Num: 43073

State Status: Closed

Reviewer(s): Marie Bennett

Disposition Date: 07/31/2009

Disposition Status: Filed-Closed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: 15945A - HC Brochure

Project Number: 15945A - HC Brochure

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 07/31/2009

Deemer Date:

Filing Description:

ATTN: Compliance - Life & Health

NAIC #: 233-61263

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 07/31/2009

Corresponding Filing Tracking Number:

RE:: LONG TERM CARE ADVERTISING

Invitation to Contract

Point of Sale Brochure

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Form 15945A

Dear Commissioner:

As required by your state's advertising guidelines, we are filing the above referenced forms.

Form 15945A is designed to be used by our licensed agents when soliciting the sale of our previously approved Home Health Care Policy, plans GR-N500 and GR-N510.

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.

This filing has not been submitted to our domicile state of Illinois because they do not require the filing of advertising material.

Your consideration of this filing would be appreciated.

Company and Contact

Filing Contact Information

Dan Murphy, Compliance Administrator d.murphy@banklife.com
600 West Chicago Ave (312) 396-6134 [Phone]
Chicago, IL 60654-2800 (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

SERFF Tracking Number: BNLA-126245984 State: Arkansas
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Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation: 25.00 per advertisement
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Bankers Life and Casualty Company	\$25.00	07/28/2009	29492309

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Marie Bennett	07/31/2009	07/31/2009

SERFF Tracking Number: *BNLA-126245984* *State:* *Arkansas*
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Disposition

Disposition Date: 07/31/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Form	Home Care Insurance Brochure		Yes

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Form Schedule

Lead Form Number: 15945A

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	15945A	Advertising	Home Care Insurance Brochure	Initial		0	15945A_(8-09)_1.pdf

HC

Home Care

500/510

Bankers

SIMPLECHOICESM

Home Care

Home Care Insurance




BANKERS
LIFE AND CASUALTY COMPANY

We specialize in seniors

Home Care

Home Care Insurance

Insurance protection designed specifically for care in your own home.



Features and Benefits

Average Daily Benefit Amount:

\$150 per day

Maximum Monthly Benefit Amount is equal to 31 times the Average Daily Benefit Amount

Elimination Period/Deductible:

90 days

Duration Period/Benefit Multiplier:

730 days (2 years)

Home Care

- Home care aides and therapists
- Custodial care
- Meal delivery
- Domestic cleaning and laundry services
- Transportation services

Other Benefits

- Adult Day Care
- Hospice Care
- Alternate Plan of Care
- Home Modification Allowance
- Monitoring Equipment Allowance
- Respite Care
- Caregiver Training Allowance
- Joint Waiver of Premium
- Guaranteed Purchase Option
- Guaranteed Renewability
- Optional Inflation Protection
- Tax-Qualified Plan Available
- Optional Restoration of Benefits Rider



Understanding your benefits.

Adult Day Care

Reimburses up to the Maximum Monthly Benefit Amount for covered adult day care services.

Hospice Care

Reimburses up to the Maximum Monthly Benefit Amount for covered hospice care services.

Alternate Plan of Care

Reimburses up to the Maximum Monthly Benefit Amount for covered services not listed in your policy, if approved by Bankers and your physician.

Home Modification Allowance

Reimburses up to the Maximum Monthly 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 a once-a-year reimbursement up to the Maximum Monthly Benefit Amount 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.

Joint Waiver of Premium

Waives the premium for both spouses covered under the same plan after either person qualifies for waiver of premium.

Guaranteed Purchase Option

Allows you to increase your Average 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.

Optional Inflation Protection

Offers a choice of options at an additional charge:

- Compound annual inflation protection (3%, 4% or 5%)
- Simple/equal annual inflation protection (5%)

Tax-Qualified Plan Available

Select the tax-qualified plan and receive tax advantages that may include deducting premiums as a medical expense and receiving long-term care benefits income tax-free.¹

Optional Restoration of Benefits Rider

Restores the policy's Lifetime Maximum benefits if you do not need qualified or prescribed long-term care services for the same cause or causes for 180 days in a row.

¹ Available if you are able to itemize deductions. Subject to the usual limitations on the deduction of medical expenses. Please consult your tax advisor.

Home Care Insurance Worksheet

Step 1 Select your Maximum Daily Benefit Amount \$ _____ \$ _____
For You For Your Spouse

Step 2 Select your Elimination Period _____ _____
For You For Your Spouse
0*, 15, 30, 60, 90 *Available only to age 79

Step 3 Select your Benefit Multiplier/Duration Period _____ _____
For You For Your Spouse
365, 500, 730, 1095, 1460, 1825

Step 4 Select your Inflation Protection None _____ % _____ %
For You For Your Spouse
Compound Annual Inflation Protection 3%, 4% or 5% Compound Compound
Equal/Simple Annual Inflation Protection 5% Equal/Simple Equal/Simple

Step 5 Select your Plan
 GR-N500 Tax-Qualified Home Care
 GR-N510 Non-Tax-Qualified Home Care

Step 6 Calculate the Premium

6a. Find the Gross Annual Base Rate in the rate book. Divide the Daily Benefit Amount by increments of \$10 and then multiply by the Gross Annual Base Rate.
Example: \$130/day = 13 x Gross Annual Base Rate

Enter the total on this line. \$ _____

6b. Determine the non-qualified rate factor and premium. If GR-N500 is selected, skip to Step 7. Multiply the results of Step 6a by the corresponding non-qualified factor in the rate book.

Enter the total on this line. \$ _____
This is the Gross Annual Base Premium (GBP)

Step 7 Calculate the Net Premium (Apply your applicable discounts)

7a. Select the applicable discounts.

Discounts	Discount Percentage	Discount Factor
Married Person Discount	10%	.90
Spousal Couple Discount	15%	.85

7b. Multiply the Gross Annual Base Premium from Step 6a or 6b by the discount factor that applies.
Example: \$1,100 x .90 = \$990

Enter the total on this line. \$ _____
This is the Net Annual Base Premium

Step 8 Calculate the Rider Premium (Check the rate book for the rider calculation order)

Find rider factors in the rate book. Determine the rider factor and add 1 in front of the factor. Multiply the factor by the total in Step 7b. Continue this process using the totals for each rider calculation in the order identified in the rate book.
*Example: Survivor Maximum Benefit Rider \$990 x 1.068 = \$1,057.32
Non-Forfeiture Rider \$1,057.32 x 1.05 = \$1,110*

Enter the total on this line. \$ _____
This is the adjusted Net Annual Premium

Exclusions and Limitations

Expenses due to war or acts of war; charges not usually made in the absence of insurance; services or supplies provided by your immediate family or someone who ordinarily lives in your home (caregiver training expenses for a non-professional aren't subject to this exclusion); services and supplies not included in the plan of care; expenses paid by Medicare or any other government insurance plan, except Medicaid.

The tax-qualified policy 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.

THE INFORMATION ABOVE WAS WRITTEN TO SUPPORT THE SALES AND MARKETING OF INSURANCE POLICIES OFFERED BY BANKERS LIFE AND CASUALTY COMPANY. BASED ON YOUR PARTICULAR CIRCUMSTANCES, YOU SHOULD SEEK ADVICE FROM AN INDEPENDENT TAX ADVISOR. YOU CANNOT RELY UPON OR USE THE INFORMATION ABOVE FOR THE PURPOSES OF AVOIDING ANY TAX OR TAX PENALTY THAT MAY BE IMPOSED BY THE INTERNAL REVENUE SERVICE.

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-N500 Tax-Qualified Home Health Care Policy
GR-N510 Non-Tax-Qualified Home Health Care Policy
255R Restoration of Benefits Rider

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Rate Information

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