



TRANSAMERICA LIFE INSURANCE COMPANY

# TRANSCARE<sup>®</sup>

*Individual Long Term Care Insurance*

# II

*We Make It Easy.*

## BUSINESS ADVANTAGE PROGRAM<sup>®</sup>

*Your Winning Strategy for Multi-life Sales*

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 **TRANSAMERICA**  
LIFE INSURANCE COMPANY

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## A VARIETY OF *Options*

More employees are becoming aware of the need for Long Term Care insurance protection. Whether they are experiencing it first-hand as a caregiver to a loved one or they know someone who is experiencing the need, they are realizing that a long term care need can impact all aspects of life. Long term care services can be a financial drain on a family, and caregiving can affect productivity at work. Employees value Long Term Care insurance, and they want it.<sup>1</sup>

**Now, through the Transamerica Business Advantage Program<sup>®</sup>, you can help meet this growing demand for your clients, their employees and respective families. The Transamerica Business Advantage Program<sup>®</sup> allows your employer clients to make TransCare<sup>®</sup> II Long Term Care insurance available to their employees.**

- **Transamerica Executive Advantage Program<sup>®</sup> – an employer-paid program for key executives and business owners. This program includes a 20% discount.**
- **Transamerica Corporate Advantage Program<sup>®</sup> – the employer chooses to pay for all or a portion of the premium for all employees. This program includes a 15% discount.**
- **Transamerica Employee Advantage Program<sup>®</sup> – an insurance plan is made available to employees on a voluntary basis (no employer contribution). This program includes a 10% discount.**

*Help your clients' businesses and associations stand out from the rest by offering TransCare<sup>®</sup> II through Transamerica Life Insurance Company.*

### TRANSAMERICA EXECUTIVE ADVANTAGE PROGRAM<sup>®</sup>

Your clients can include a few key members or many employees of the firm and their spouses<sup>4</sup>, as long as the employees selected belong to a like class or category. With an Executive Advantage Program<sup>®</sup>, your clients are able to reward key employees with a benefit that will help them far into the future. Since Long Term Care insurance is not currently subject to IRS nondiscrimination laws<sup>2</sup>, employers have the ability to specify the qualification criteria for the Executive Advantage Program<sup>®</sup>. So, Long Term Care insurance allows your clients to reward employees who are important to them and add to their business' bottom line.

And there are other benefits available to the business as well:

- Helps protect the business from the loss of a key team member due to becoming a full-time caregiver by offering coverage and discounts to eligible spouses<sup>4</sup> and extended family members.
- Reduces the impact of long term care's potential to deplete assets and/or a crucial team member's time.
- Current law provides incentives to use corporate funds to purchase Long Term Care insurance.
- 10% Discount is available for qualified groups.

### TRANSAMERICA CORPORATE ADVANTAGE PROGRAM<sup>®</sup>

This program enables your clients to provide TransCare<sup>®</sup> II Long Term Care Insurance for all their employees by paying for a portion or all of the premium.

TransCare<sup>®</sup> II lives up to its name by offering:

- 15% discount on coverage for eligible spouses<sup>4</sup> and family members.
- Expanded underwriting options.
- Competitive premiums and discounts for eligible individuals.
- Full portability because it is an individual policy.

*Disruption and absenteeism due to employees' care giving duties costs U.S. employers an additional \$13.4 billion per year.<sup>3</sup>*

<sup>1</sup>"What's Hot and What's Not in Voluntary Benefits," Aon Consulting Study, Press Release Last Accessed 2011.

<sup>2</sup>Employee LTCi contributions are currently not eligible for pre-tax consideration under IRS sec.125 plans. Neither Transamerica Life Insurance Company nor any of its agents give legal, tax, or accounting advice. Please consult your legal and/or tax advisor.

<sup>3</sup>"Working Caregivers & Employer Health Care Costs" National Alliance for Caregiving, February 2010.

<sup>4</sup>The term "spouse" may include married persons, companions, companion partners, domestic partners and/or civil union partners. State requirements may vary.

Forty percent of those individuals currently receiving long term care services are under age 65.<sup>5</sup> Up to 74% of caregivers in the United States are employed either full or part-time.<sup>6</sup> Employees may be balancing work with the role of caregiver. The average boomer now has more parents than children to care for, and productivity losses due to care giving are growing astronomically.<sup>7</sup>

## TRANSAMERICA EMPLOYEE ADVANTAGE PROGRAM<sup>®</sup>

Did you know that Long Term Care insurance is the number one voluntary benefit requested by employees?<sup>8</sup> More employees are becoming aware of this protection. They value it, and they want it. This program allows your clients to provide Long Term Care Insurance as a voluntary benefit, which may:

- Help protect your client's investment in their employees.
- Reduce stress, absence from work, and turnover for employees whose family members purchase insurance.
- Enhances existing benefit offerings.
- Help employees, their spouses<sup>4</sup>, and other family members meet their needs for financial and insurance protection.
- Help recruit and retain quality employees.
- Offer a 10% discount for employees.

### *Consider the facts...*

- Your clients can provide an Executive Advantage Program for key employees, while simultaneously offering a voluntary Employee Advantage Program<sup>®</sup> plan to the remainder of the workforce.
- Tax Benefits may be available. The company-paid premiums for your clients' employee insurance policies may be deductible.
- Long Term Care insurance can be an excellent executive perk that helps build stronger employee loyalty.
- Discounts are available for eligible family members.
- Educational marketing materials from Transamerica can help promote high employee participation – critical to a successful employee benefit plan.

The new Business Advantage Program<sup>®</sup>  
brings you a variety of programs to help you win  
your next Multi-Life Case!

*There is one to fit your needs!*

<sup>5</sup>"Medicaid and the Uninsured" Kaiser Commission on Medicaid Fact, February 2009.

<sup>6</sup>"Caregiving in the U.S." National Alliance for Caregiving in collaboration with AARP, November 2009.

<sup>7</sup>Coughlin, J.F., "Are You Ready for the New Older Workplace? Aging Baby Boomers & the Evolving Role of Employers" Massachusetts Institute of Technology Age Lab, 2008.

<sup>8</sup>"What's Hot and What's Not in Voluntary Benefits," Aon Consulting Study, Press Release Last Accessed 2011.



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**Transamerica Life Insurance Company**

Home Office:  
Cedar Rapids, Iowa

Administrative Office:  
P.O. Box 95302  
Hurst, Texas 76053-5302

