

DATE: March 9, 2010
TO: IIPRC Management Committee
FROM: Industry Advisory Committee
SUBJECT: Proposed Standards For:

- **LTC Advertising Standards (Dated 12/29/09)**

Section 2. ADVERTISING MATERIAL REQUIREMENTS

I. RENEWAL AND TERMINATION

Page 10, Item (2)

We again suggest that this item be deleted – it is not necessary to discuss late payment procedures in an invitation to contract, and the subject of late premium payment should be reserved to the policy and certificate. ***It is also inappropriate for a point of sale document since a person concerned with not being able to pay premiums should not be a suitable sale.***

Submitted by:

IIPRC Industry Advisory Committee:

Bill Anderson, NAIFA
Maureen Adolf, Prudential
Steve Buhr, AEGON
Tom English, New York Life
Mary Keim, State Farm Insurance Company
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