




Genworth Financial 

A Genworth
Program

Brought to you by
 MAYO CLINIC

Live+Well is offered by Genworth Life Insurance Company.

115544 11/28/11

To Order Use Number: 115544 02/12/13




Living well is about making good choices — the choice to eat well, exercise and to see your doctor on a regular basis.

Taking an active role in your healthcare journey is a wise decision, but where do you start?

We're Leading the Way. Genworth Life Insurance Company (Genworth Life) is an industry leader in long term care insurance,¹ with more than 35 years of experience in helping people pay for the long term care they may

need. Mayo Clinic is one of the most trusted brands in health care. We developed Live+Well, in association with Mayo Clinic, to help you live a long, healthy and productive life.

Genworth Financial 



¹ LifePlans 2009 Long Term Care Individual and Group Association Top Writers Survey Results. Based on number of individual policies sold and individual annualized premium income.

Live well, live long

Why Wellness?

Every day there are opportunities to make choices that positively impact our health and quality of life. For example, studies suggest that in 2009 alone, more than 26 million Americans were diagnosed with some form of heart disease. Smoking, high cholesterol, high blood pressure, lack of exercise and poor diet all contribute to this disease.²

Our Live+Well program will provide tools to help you make healthier choices, so that you can take steps to monitor, control or even mitigate health risk factors in your life.

Exclusive Access

In collaboration with Mayo Clinic we are offering an exciting wellness program available exclusively to Genworth Life Long Term Care Insurance customers and their spouse or partner.³ The personalized tools and services offered through Live+Well are available for you and your spouse or partner³ to use – helping you take control of your lifestyle and stay independent.

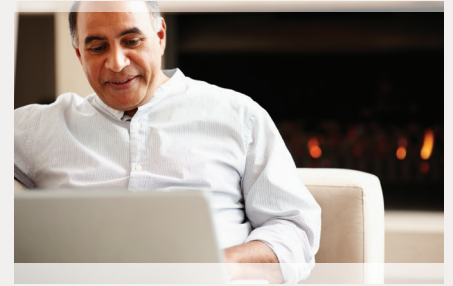
You'll have the comfort of knowing you can access world-class healthcare resources to help you maintain or improve your health.



² Centers for Disease Control and Prevention, Summary Health Statistics for U.S. Adults: National Health Interview Survey, 2009, tables 1, 2.

³ In Montana, spouse or domestic partner

You Have Choices

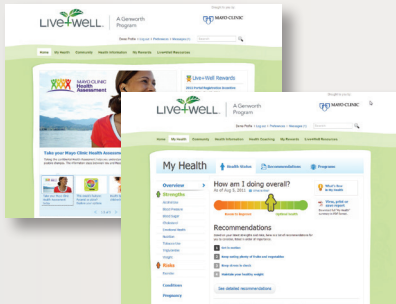


A Wealth of Information and Tools from Mayo Clinic

To participate in the Live+Well program and immediately access online health tools and resources, simply register on the Live+Well site.

Just for registering, we'll send you the free Mayo Clinic Guide to Self-Care book and a quarterly Live+Well newsletter, also free.

To learn more about your current health and to get even more Mayo benefits, take the confidential Mayo Clinic Health Assessment (HA). It can be a useful tool to help you evaluate your health status on an annual basis. Completion of the HA allows you access to the Ask Mayo Clinic 24-hour nurse line and personal health coaching for those who qualify.



Measure

- + The Live+Well site offers resources to help you take responsibility for your health with anytime access to secure online tools such as self-paced coaching, health trackers, calculators and tips from Mayo experts.
- + Your annual Health Assessment (HA) results are graphically displayed to help you visualize your current health standing and map a path to a healthier you.

Educate

- + The health information displayed in your personal website will be tailored to your specific health needs and improvement goals.
- + Just for registering, you'll receive a free copy of the Mayo Clinic Guide to Self-Care book and a quarterly Live+Well newsletter featuring topics like healthy eating, exercise, independent living and more.

Empower

- + Based on your HA results, you may have the option to work with a Mayo Clinic personal health coach through programs like smoking cessation, exercise, nutrition, weight and stress management.
- + Get general health questions answered by a registered nurse with the Ask Mayo Clinic 24-hour nurse line.



Site Features

- + Searchable health topics database
- + Podcasts by Mayo Clinic experts
- + Prescription and over-the-counter medication information

- + Q & A with Mayo Clinic specialists
- + Symptom checker
- + Healthy recipes
- + Self-assessments and calculators
- + Information on tests and procedures

The Live+Well Website

Your Gateway to Better Health

Live+Well is an exciting online wellness resource exclusively for Genworth Life Long Term Care Insurance customers and their spouse or partner.³ It puts the power of Mayo Clinic's expertise to work for your health and long term well-being.

This site features unique health and wellness information and tools that customers and their spouse or partner³ can access.

My Life, Lived My Way

What sets the Live+Well site apart is that it is highly personalized. This is wellness...tailored to your needs, interests and health goals. This confidential, password-protected site will provide you with your own private, customizable home page. It allows you to:

- + Set personal health goals, get help reaching them and track progress
- + Identify potential health issues through your HA results and learn steps you can take to improve them
- + Use the proven tools and programs created by Mayo Clinic experts

Getting Started

Once you receive your policy, register on the Live+Well site to access your online health resources.

From there, take the annual Mayo Clinic Health Assessment (HA), receive additional benefits and take steps towards becoming a healthier you.

Privacy

Protecting your privacy is important to us. The health information you provide will remain between you and Mayo Clinic and will not affect the terms of your long term care insurance policy. For more details, see the privacy information on the back of this brochure.

³ In Montana, spouse or domestic partner

Genworth Life Insurance Company

LONG TERM CARE INSURANCE

6620 West Broad Street
Richmond, VA 23230

A Genworth Financial company

The information you provide to Mayo Clinic, including your personal health data, is confidential and will not be shared with Genworth Life, except that Mayo Clinic may share with Genworth Life the fact that you participate in Live+Well and may share certain collective, de-identified participant health information. Participation in Live+Well is voluntary and will not affect the terms of your Genworth Life long term care insurance coverage.

Live+Well is a wellness program. It is not an insurance benefit.

In CA, CT, MD, NJ, TN, VA and WA, Live+Well is not part of the policy, and may be discontinued at any time.

In TX, Live+Well is a wellness program, endorsement (form 7052 END-WE TX). It is not an insurance benefit and may be discontinued at any time.

Important Information: There is a senior insurance counseling program provided by the Area Agency on Aging under the authority of the Texas Health and Human Services Commission. You may contact them at 1-800-252-9240 or Health Information Counseling and Advocacy Program (HICAP) 701 W. 51st Street, W-352 Austin, Texas 78751.

The Wellness tools and resources described in this brochure are only available to policyholders, and their spouse or domestic partner, covered under the policy forms listed below.

This solicitation of insurance is for individual policy form series 7052 (7052CT, 7052DE, 7052FL, 7052GA, 7052ID, 7052IL, 7052LA, 7052MO, 7052MS, 7052NC, 7052NE, 7052NH, 7052NJ, 7052NM, 7052OK, 7052OR, 7052PA, 7052RI, 7052SC, 7052TN, 7052TX, 7052UT, 7052VA, 7052WA) and endorsement 7052 END-WE (7052 END-WE ID, 7052 END-WE KY, 7052 END-WE MA, 7052-WE TX, 7052 END-WE TN). Not all policies are available in all states. Details about the benefits, costs, limitations and exclusions of these long term care insurance policies will be provided to you by a licensed insurance agent/producer. An insurance agent/producer will contact you. Sources are available upon request.

We may modify any health or wellness program or any arrangements with entities providing any goods or services under any program offered.

Live+Well and the Live+Well logo are service marks of Genworth Financial, Inc.

Insurance and annuity products:	Are not deposits.	Are not guaranteed by a bank or its affiliates.
	May decrease in value.	Are not insured by the FDIC or any other federal government agency.

Genworth, Genworth Financial and the Genworth logo are registered service marks of Genworth Financial, Inc.

©2011-2012 Genworth Financial, Inc. All rights reserved.