

SERFF Tracking Number: GEFA-125824093 State: Arkansas
Filing Company: Genworth Life and Annuity Insurance Company State Tracking Number: 40304
Company Tracking Number: GLAIC 46464
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Select
Project Name/Number: Direct Mail/GLAIC 46464

Filing at a Glance

Company: Genworth Life and Annuity Insurance Company

Product Name: Medicare Select SERFF Tr Num: GEFA-125824093 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement - SERFF Status: Closed State Tr Num: 40304

Standard Plans

Sub-TOI: MS051.001 Plan A Co Tr Num: GLAIC 46464 State Status: Filed-Closed

Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler

Authors: Cindy Petty, Mary Ann Disposition Date: 10/15/2008

Pyle

Date Submitted: 09/19/2008 Disposition Status: Filed

Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Direct Mail

Status of Filing in Domicile: Pending

Project Number: GLAIC 46464

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 10/15/2008

State Status Changed: 10/15/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Enclosed is proof copies of Medicare supplement lead generating advertising materials. This advertising material will be used as an Invitation to Inquire by individual agents of Genworth Life and Annuity Insurance Company. This advertising material will be sent to those individuals eligible for Medicare.

To the best of my knowledge and belief, this advertising material is in compliance with the statutes and regulations of

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your state and does not contain anything that has previously been objected to or disapproved by your Department.

If you have any questions or concerns please feel free to contact me at 615-370-9044 ext 8247652 or via email at mary.pyle@geworth.com

Company and Contact

Filing Contact Information

Mary Ann Pyle, Compliance Analyst mary.pyle@geworth.com
 101 Continental Way (615) 370-9044 [Phone]
 Brentwood, TN 37207 (615) 373-0272[FAX]

Filing Company Information

Genworth Life and Annuity Insurance Company CoCode: 65536 State of Domicile: Virginia
 6620 W Broad Street Group Code: 350 Company Type: LifeHealth &
 Annuity
 Richmond, VA 23230 Group Name: State ID Number:
 (804) 281-6600 ext. [Phone] FEIN Number: 54-0283385

Filing Fees

Fee Required? Yes
 Fee Amount: \$150.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life and Annuity Insurance Company	\$150.00	09/19/2008	22612319

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	10/15/2008	10/15/2008

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Item Type	Item Name	Item Status	Public Access
Form	envelope	Filed	Yes
Form	envelope	Filed	Yes
Form	business reply envelope	Filed	Yes
Form	letter	Filed	Yes
Form	lift note/brc	Filed	Yes
Form	response letter	Filed	Yes

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Form Schedule

Lead Form Number: 46464

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	46476	Advertising envelope		Initial			46476_09100 8_ BA.pdf
Filed	46464	Advertising envelope		Initial			46464_09100 8_ BA.pdf
Filed	46465	Advertising business reply envelope		Initial			46465_09100 8_ BA.pdf
Filed	46468	Advertising letter		Initial			46468_09100 8_ BA.pdf
Filed	46469	Advertising lift note/brc		Initial			46469_09100 8_ BA.pdf
Filed	46474	Advertising response letter		Initial			46474_09100 8_ BA.pdf

101 Continental Place
Brentwood, TN 37027

*****AUTO**5-DIGIT XXXXX

[Sample A. Sample
123 Any Street
Any Town, USA 12345]



ENCLOSED:
THE **FREE INFORMATION YOU REQUESTED**
ABOUT MEDICARE SUPPLEMENT INSURANCE.

ENVELOPE FLAP - THIS SIDE

101 Continental Place • Brentwood, TN 37027



IMPORTANT NOTICE: Medicare Supplement Insurance Information



**EXPEDITE:
TIME SENSITIVE
INFORMATION REQUEST**



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

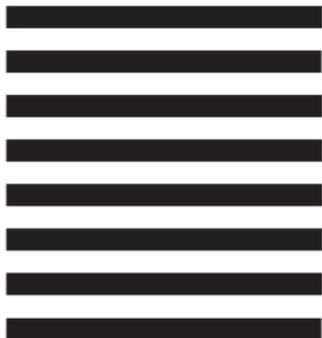
FIRST-CLASS MAIL

PERMIT NO 1618

EL PASO, TX

POSTAGE WILL BE PAID BY ADDRESSEE

PROCESSING CENTER
[P O BOX NUMBER]
EL PASO TX 79998-9976



46465 09/10/08





Genworth®
Financial

Request your
FREE
INFORMATIONAL
BROCHURE
today

FROM THE DESK OF
Christopher M. Olson
President, Senior Supplemental Insurance
Genworth Life and Annuity Insurance Company

**Are you paying more money than you need to
for your Medicare Supplement protection?**

While Medicare Supplement Plans are standardized, the carriers offering the plans can vary widely. It is important to have a plan that meets your coverage needs, is priced competitively and provides superior service and support. We can help.

Reply today for your *free informational brochure* about Medicare Supplement Insurance. This important guide will help you understand how to bridge the gaps from Medicare Part A and Part B as well as the features available within each of the Medicare Supplement Plans. A licensed insurance agent will be in touch to help you understand the options and cost savings you may realize. *For some, the savings could add up to hundreds of dollars.* There is absolutely no cost or obligation for this free service.

(over please)

Underwritten by Genworth Life and Annuity Insurance Company



At Genworth Life and Annuity Insurance Company we have an unwavering commitment to providing exceptional service with quick claims payment and quality products designed to meet your needs. We appreciate your time and welcome the opportunity to serve you in the future.

Sincerely,

A handwritten signature in black ink that reads "Chris". The signature is written in a cursive, flowing style.

Christopher M. Olson
President, Senior Supplemental Insurance
Genworth Life and Annuity Insurance Company

P.S. Your cost savings may be substantial. Respond today for more information and your free informational brochure.

The features and benefits described in this notification are available from Genworth Life and Annuity Insurance Company. Benefits and features may not be available on all plans. Complete details of the benefits, cost, limitations and exclusions will be provided to you by one of our knowledgeable licensed insurance agents. Not all policies available in all states.

This is a solicitation of insurance. A licensed agent may contact you.

Not connected with or endorsed by the U. S. Government or the Federal Medicare Program.

MEDICARE SUPPLEMENT BULLETIN

YES, please send my free informational brochure about Medicare Supplement Insurance.

To expedite processing, please reply by  [Month XX, XXXX]

[Name
Address
City, State, Zip]

Name of Person Mailing Card

Daytime Phone: (____) _____

Evening Phone: (____) _____

Date of Birth: Spouse or
Self ____ / ____ / ____ Domestic Partner ____ / ____ / ____

Email (optional): _____

46469RC 09/10/08

DO YOU KNOW WHAT YOUR CURRENT MEDICARE SUPPLEMENT INSURANCE PLAN COVERS?

The **FREE** informational brochure about Medicare Supplement Insurance will cover:

- ✓ Side by side comparison of Genworth Life and Annuity Insurance Company Medicare Supplement Plans
- ✓ No waiting period for pre-existing conditions
- ✓ Guaranteed renewable as long as premiums are paid
- ✓ Nationwide health coverage with the freedom to choose the doctor and hospital of your choice.
- ✓ Automated claims filing

Don't delay. Reply today to see if you are eligible for additional cost savings.

(over, please)

46469 09/10/08

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This is a solicitation for insurance. You may be contacted by an insurance agent.

Not connected with or endorsed by the U. S. Government or the Federal Medicare Program.



*****AUTO**5-DIGIT XXXXX

[Sample A. Sample
123 Any Street
Any Town, USA 12345]



Dear [Sample A. Sample]:

Requesting more information about Medicare Supplement Insurance is a responsible and wise decision. I congratulate you on taking this important step.

Now is the time to get informed.

Enclosed is an informative brochure that will provide information on how to help bridge the gaps from Medicare Part A and Part B. It also summarizes the features available within each of the Genworth Life and Annuity Insurance Company Medicare Supplement Plans.

Are you paying more money than you need to for your Medicare Supplement Protection?

A licensed insurance agent will be in touch to answer any questions and to help you select a plan that meets your coverage needs.

The freedom to choose is yours — be prepared, be protected.

This brochure is an important first step in becoming more informed. Don't wait to take the next step. Select a plan to meet your healthcare and financial needs today.

Sincerely,

A handwritten signature in black ink that reads "Chris".

Christopher M. Olson
President, Senior Supplemental Insurance
Genworth Life and Annuity Insurance Company

Underwritten by Genworth Life and Annuity Insurance Company

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