

SERFF Tracking Number: UTAC-125787324 State: Arkansas
Filing Company: Central Reserve Life Insurance Company State Tracking Number: 40091
Company Tracking Number: CRL GASBG-12-0001
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Multi-Product
Project Name/Number: Multi-Product Advertising/GASBG-12-0001

Filing at a Glance

Company: Central Reserve Life Insurance Company

Product Name: Multi-Product

SERFF Tr Num: UTAC-125787324 State: ArkansasLH

TOI: MS06 Medicare Supplement - Other

SERFF Status: Closed

State Tr Num: 40091

Sub-TOI: MS06.000 Medicare Supplement - Other

Co Tr Num: CRL GASBG-12-0001

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Jackie Cunningham

Disposition Date: 10/01/2008

Date Submitted: 08/27/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Multi-Product Advertising

Status of Filing in Domicile: Pending

Project Number: GASBG-12-0001

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

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: 10/01/2008

State Status Changed: 10/01/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

The enclosed advertisement is submitted for your review and approval. The form is new and does not replace any forms previously approved by your department. The advertisement will be used by our agents to market various policies that have been approved in your state.

To the best of my knowledge and belief, this submission complies with all statutes, rules and regulations concerning insurance in your state.

SERFF Tracking Number: UTAC-125787324 State: Arkansas
 Filing Company: Central Reserve Life Insurance Company State Tracking Number: 40091
 Company Tracking Number: CRL GASBG-12-0001
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
 Product Name: Multi-Product
 Project Name/Number: Multi-Product Advertising/GASBG-12-0001

Company and Contact

Filing Contact Information

Melissa MacLaurin, mmaclaurin@gafri.com
 11200 Lakeline Blvd Ste 100 (512) 807-4794 [Phone]
 Austin, TX 78717

Filing Company Information

Central Reserve Life Insurance Company CoCode: 61727 State of Domicile: Ohio
 11200 Lakeline Blvd., Suite 100 Group Code: 84 Company Type: Life & Health
 P. O. Box 26580
 Austin, TX 78755-0580 Group Name: State ID Number:
 (800) 880-8824 ext. [Phone] FEIN Number: 34-0970995

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Central Reserve Life Insurance Company	\$25.00	08/27/2008	22166893

SERFF Tracking Number: UTAC-125787324 State: Arkansas
 Filing Company: Central Reserve Life Insurance Company State Tracking Number: 40091
 Company Tracking Number: CRL GASBG-12-0001
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
 Product Name: Multi-Product
 Project Name/Number: Multi-Product Advertising/GASBG-12-0001

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	10/01/2008	10/01/2008

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Status	Note To Reviewer	Jackie Cunningham	10/01/2008	10/01/2008

SERFF Tracking Number: UTAC-125787324 State: Arkansas
Filing Company: Central Reserve Life Insurance Company State Tracking Number: 40091
Company Tracking Number: CRL GASBG-12-0001
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Multi-Product
Project Name/Number: Multi-Product Advertising/GASBG-12-0001

Disposition

Disposition Date: 10/01/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UTAC-125787324 State: Arkansas
Filing Company: Central Reserve Life Insurance Company State Tracking Number: 40091
Company Tracking Number: CRL GASBG-12-0001
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Multi-Product
Project Name/Number: Multi-Product Advertising/GASBG-12-0001

Item Type	Item Name	Item Status	Public Access
Form	Reply Card	Filed	Yes

SERFF Tracking Number: UTAC-125787324 *State:* Arkansas
Filing Company: Central Reserve Life Insurance Company *State Tracking Number:* 40091
Company Tracking Number: CRL GASBG-12-0001
TOI: MS06 Medicare Supplement - Other *Sub-TOI:* MS06.000 Medicare Supplement - Other
Product Name: Multi-Product
Project Name/Number: Multi-Product Advertising/GASBG-12-0001

Note To Reviewer

Created By:

Jackie Cunningham on 10/01/2008 09:56 AM

Subject:

Status

Comments:

Would you please advise the status of this filing? Thank you.

SERFF Tracking Number: UTAC-125787324 State: Arkansas
 Filing Company: Central Reserve Life Insurance Company State Tracking Number: 40091
 Company Tracking Number: CRL GASBG-12-0001
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
 Product Name: Multi-Product
 Project Name/Number: Multi-Product Advertising/GASBG-12-0001

Form Schedule

Lead Form Number: GASBG-12-0001

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	GASBG-12-0001	Advertising Reply Card		Initial			GASBG-12-0001.pdf

YES! Please send information on the following:

NAME _____

EMAIL _____

ADDRESS _____

PHONE NUMBER _____

BEST TIME TO CALL _____

These policies have exclusions, limitations, reduction of benefits and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage call our write your insurance agent or the company. Neither Great American Supplemental Benefits Group, its companies, nor its agents are connected with Medicare, Social Security, or any other governmental agency. Do not send any money. You must first complete an application to obtain benefits. THESE POLICIES PROVIDE LIMITED BENEFITS. This is a solicitation for insurance. An insurance agent will contact you.

GASBG-12-0001

- Medicare Supplement¹** insurance to fill the gaps in your Medicare coverage
- Long-Term Care²** insurance to provide assistance with activities of daily living due to sickness or injury
- Life Insurance^{2,3}** products designed to assist your family
- How can **Annuities²** protect and continue the growth of your savings
- Other supplemental health insurance products such as **Cancer Insurance⁴** or **Accident⁴** protection

¹ Available with Central Reserve Life, Continental General, Great American Life[®], Loyal American Life[®], United Teacher Associates and Provident American Life & Health Insurance Companies

² Available with Great American Life Insurance Company

³ Subject to a 2 year contestable period and a suicide exclusion

⁴ Available with United Teacher Associates Insurance Company



Supplemental Benefits Group

Our Companies include:

Central Reserve Life Insurance Company
Continental General Insurance Company
Great American Life Insurance Company[®]
Loyal American Life Insurance Company[®]
Provident American Life & Health Insurance Company
United Teacher Associates Insurance Company

4/28/08

SERFF Tracking Number: UTAC-125787324 State: Arkansas
Filing Company: Central Reserve Life Insurance Company State Tracking Number: 40091
Company Tracking Number: CRL GASBG-12-0001
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Multi-Product
Project Name/Number: Multi-Product Advertising/GASBG-12-0001

Rate Information

Rate data does NOT apply to filing.