

SERFF Tracking Number: AMRP-125874378 State: Arkansas  
Filing Company: American Republic Corp Insurance Company State Tracking Number: 40690  
Company Tracking Number: 09AR0415  
TOI: MS05I Individual Medicare Supplement - Sub-TOI: MS05I.011 Plan J (Basic)  
Standard Plans  
Product Name: AR Corp Med Supp Express Lane TV Ad  
Project Name/Number: AR Corp Med Supp Express Lane TV Ad/09AR0415

## Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: AR Corp Med Supp Express Lane TV Ad  
SERFF Tr Num: AMRP-125874378 State: ArkansasLH

TOI: MS05I Individual Medicare Supplement - Standard Plans  
SERFF Status: Closed State Tr Num: 40690

Sub-TOI: MS05I.011 Plan J (Basic)

Co Tr Num: 09AR0415

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Authors: Norm Von Seggern, Susan Zaiger, Susan Falk, Beverly Shuey,

Michele Kulish, Andrea Nelson,

Leroy Edge, Kerin Overturf

Date Submitted: 10/27/2008

Disposition Date: 11/17/2008

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: AR Corp Med Supp Express Lane TV Ad

Project Number: 09AR0415

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 11/17/2008

Deemer Date:

Filing Description:

RE: INDIVIDUAL MEDICARE SUPPLEMENT ADVERTISING

Status of Filing in Domicile: Authorized

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 11/17/2008

Corresponding Filing Tracking Number:

Z-2371 – Medicare Supplement Express Lane TV Script

SERFF Tracking Number: AMRP-125874378 State: Arkansas  
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 40690  
 Company Tracking Number: 09AR0415  
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.011 Plan J (Basic)  
 Standard Plans  
 Product Name: AR Corp Med Supp Express Lane TV Ad  
 Project Name/Number: AR Corp Med Supp Express Lane TV Ad/09AR0415

We are including the above captioned form for your review and information. The form is new and is not intended to replace any forms that are currently in use. The form is a lead generating device and will be used in the solicitation of our Medicare Supplement plans.

We hope you will find these forms satisfactory. If I can be of any assistance, during the review process, please do not hesitate to give me a call toll-free at 800-247-2190 ext. 2364.

## Company and Contact

### Filing Contact Information

Michele Kulish, Product Analyst 3 michele.kulish@americanenterprise.com  
 601 6th Ave (515) 245-2364 [Phone]  
 Des Moines, IA 50309 (515) 247-2470[FAX]

### Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska  
 P O Box 2780 Group Code: 3527 Company Type: Life and Health  
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:  
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793  
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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$25.00  
 Retaliatory? No  
 Fee Explanation: \$25.00 x 1 form = \$25.00  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$25.00	10/27/2008	23491662

SERFF Tracking Number: AMRP-125874378 State: Arkansas  
Filing Company: American Republic Corp Insurance Company State Tracking Number: 40690  
Company Tracking Number: 09AR0415  
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.011 Plan J (Basic)  
Standard Plans  
Product Name: AR Corp Med Supp Express Lane TV Ad  
Project Name/Number: AR Corp Med Supp Express Lane TV Ad/09AR0415

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	11/17/2008	11/17/2008

*SERFF Tracking Number:* AMRP-125874378      *State:* Arkansas  
*Filing Company:* American Republic Corp Insurance Company      *State Tracking Number:* 40690  
*Company Tracking Number:* 09AR0415  
*TOI:* MS051 Individual Medicare Supplement -      *Sub-TOI:* MS051.011 Plan J (Basic)  
Standard Plans  
*Product Name:* AR Corp Med Supp Express Lane TV Ad  
*Project Name/Number:* AR Corp Med Supp Express Lane TV Ad/09AR0415

## **Disposition**

Disposition Date: 11/17/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: AMRP-125874378 State: Arkansas  
Filing Company: American Republic Corp Insurance Company State Tracking Number: 40690  
Company Tracking Number: 09AR0415  
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.011 Plan J (Basic)  
Standard Plans  
Product Name: AR Corp Med Supp Express Lane TV Ad  
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<b>Item Type</b>	<b>Item Name</b>	<b>Item Status</b>	<b>Public Access</b>
<b>Form</b>	Express Lane TV Script	Filed	Yes



*American Republic Medicare Supplement  
Insurance lead generation*

:60 DRTV

[October 24, 2008]

“Express Lane”

Music: Up

MS on woman (65) walks up  
to the counter with a cup  
of coffee. (DTC)

Super upper screen:  
[1-866-445-6900  
ARICO Logo and Address]

Disclaimer: Representation  
for illustrative purposes  
only.  
Z-2371 (10/08)

`01

You know, like a lot of people our  
age, my husband and I are on a fixed  
income...

Zoom to MS, woman  
continues (DTC)

Super upper screen:  
[1-866-445-6900  
ARICO Corp Logo and  
Address]

Disclaimer: Representation  
for illustrative purposes  
only.

Z-2371 (10/08)

`02

And as helpful as Medicare is, it  
doesn't always cover all our medical  
costs.

<p>CUT to LS</p> <p>Super upper screen: [1-866-445-6900 ARICO Corp Logo and Address]</p> <p>Disclaimer: American Republic Corp's Plan J is our most affordable Medicare supplement insurance plan when preferred rating is applied.</p>	<p>`03</p> <p>So we were happy to hear about American Republic's most popular - and affordable – Medicare supplement insurance plan.</p>
<p>CUT to MS (DTC)</p> <p>Super upper screen: [1-866-445-6900]</p> <p>Express Lane Logo</p>	<p>`04</p> <p>You see their Express Lane Claim Service picks up right where Medicare stops.</p>
<p>MS</p> <p>Super upper screen: [1-866-445-6900]</p> <p>Express Lane Logo</p>	<p>`05</p> <p>So when you have a Medicare approved bill, Medicare pays its portion – then American Republic's Express Lane automatically pays the remaining eligible costs covered under your plan. It's that simple!</p>

<p>(DTC) Picks up claim documents.</p> <p>Super upper screen: [1-866-445-6900 ARICO Corp Logo and Address]</p> <p>Disclaimer: Plan availability varies by state. This ad is intended for residents of [Arkansas, Iowa, Missouri, Illinois, Ohio and South Dakota] only. Form series C-1024, C-1026</p>	<p>`06</p> <p>Virtually no more claims forms to fill out, no more paperwork – and no more hassles.</p>
<p>VO - Announcer (Steve Van Oort)</p> <p>MS - Client doing yard work -pulling weeds</p> <p>Super upper screen: [1-866-445-6900 ARICO Corp Logo and Address]</p> <p>Disclaimer: Plan availability carries by state. This ad is intended for residents of [Arkansas, Iowa, Missouri, Illinois, Ohio and South Dakota] only. Form series C-1024, C-1026 Call today to talk with a licensed agent who can tell you about the costs, limits and benefits. Neither American Republic nor its agents are affiliated with social Security, Medicare or any other government agency.</p>	<p>`07</p> <p><b>ANNOUCER VO:</b></p> <p>Plus, Express Lane’s efficiency and our new couples discount mean we can offer you a more affordable plan.</p>

Visual

Audio

MS - Client doing yard  
work - Watering flowers

Super upper screen:  
[1-866-445-6900  
ARICO Corp Logo and  
Address]

`08

Call American Republic Corp at  
[1-866-445-6900]. Get your free copy  
of save more, get more and find out  
how much you can save.

