

SERFF Tracking Number: AMLC-125521161 State: Arkansas  
Filing Company: United American Insurance Company State Tracking Number: 38324  
Company Tracking Number: AD-204 ET AL  
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
Product Name: Print Advertisements  
Project Name/Number: AD-204 et al/AD-204 et al

## Filing at a Glance

Company: United American Insurance Company

Product Name: Print Advertisements

TOI: MS06 Medicare Supplement - Other

Sub-TOI: MS06.000 Medicare Supplement - Other

Filing Type: Advertisement

SERFF Tr Num: AMLC-125521161 State: ArkansasLH

SERFF Status: Closed

Co Tr Num: AD-204 ET AL

Co Status:

Author: Phylis Ballard

Date Submitted: 03/04/2008

State Tr Num: 38324

State Status: Withdrawn

Reviewer(s): Stephanie Fowler

Disposition Date: 04/23/2008

Disposition Status: Withdrawn

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: AD-204 et al

Project Number: AD-204 et al

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 04/23/2008

State Status Changed: 04/23/2008

Corresponding Filing Tracking Number:

Filing Description:

Print Advertisements AD-204 et. al.

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments: Pending in Nebraska our state of domicile

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

## Company and Contact

### Filing Contact Information

Phylis Ballard, Compliance Analyst

pballard@torchmarkcorp.com

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3700 S. Stonebridge Drive (972) 569-3748 [Phone]  
McKinney, TX 75070 (972) 569-3728[FAX]

**Filing Company Information**

United American Insurance Company CoCode: 92916 State of Domicile: Nebraska  
P.O. Box 8080 Group Code: 290 Company Type: Life and Health  
McKinney, TX 75070-8080 Group Name: Liberty National State ID Number:  
(972) 529-5085 ext. [Phone] FEIN Number: 73-1128555  
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## Filing Fees

Fee Required? Yes  
Fee Amount: \$225.00  
Retaliatory? No  
Fee Explanation: 9 ad forms X \$25 = 225.00  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United American Insurance Company	\$225.00	03/04/2008	18306282

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Withdrawn	Stephanie Fowler	04/23/2008	04/23/2008

### Amendments

Item	Schedule	Created By	Created On	Date Submitted
comment	Supporting Document	Phylis Ballard	04/01/2008	04/01/2008

### Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Withdrawal	Note To Reviewer	Phylis Ballard	04/21/2008	04/21/2008
EFT Refund	Note To Filer	Stephanie Fowler	04/15/2008	04/15/2008
EFT request	Note To Reviewer	Phylis Ballard	04/09/2008	04/09/2008
EFT Refund	Note To Filer	Stephanie Fowler	04/02/2008	04/02/2008
Possible Duplicate Filing?	Note To Filer	Stephanie Fowler	03/06/2008	03/06/2008

*SERFF Tracking Number:*      *AMLC-125521161*                      *State:*                      *Arkansas*  
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*Product Name:*              *Print Advertisements*  
*Project Name/Number:*      *AD-204 et al/AD-204 et al*

## **Disposition**

Disposition Date: 04/23/2008

Implementation Date:

Status: Withdrawn

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: AMLC-125521161

State: Arkansas

Filing Company: United American Insurance Company

State Tracking Number: 38324

Company Tracking Number: AD-204 ET AL

TOI: MS06 Medicare Supplement - Other

Sub-TOI: MS06.000 Medicare Supplement - Other

Product Name: Print Advertisements

Project Name/Number: AD-204 et al/AD-204 et al

<b>Item Type</b>	<b>Item Name</b>	<b>Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Cover Ltr	Withdrawn	Yes
<b>Supporting Document</b>	comment	Withdrawn	Yes
<b>Form</b>	AD-204	Withdrawn	Yes
<b>Form</b>	AD-205	Withdrawn	Yes
<b>Form</b>	AD-206	Withdrawn	Yes
<b>Form</b>	AD-207	Withdrawn	Yes
<b>Form</b>	AD-208	Withdrawn	Yes
<b>Form</b>	AD-209	Withdrawn	Yes
<b>Form</b>	AD-220	Withdrawn	Yes
<b>Form</b>	AD-224	Withdrawn	Yes
<b>Form</b>	AD-225	Withdrawn	Yes

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*Product Name:*              *Print Advertisements*  
*Project Name/Number:*      *AD-204 et al/AD-204 et al*

**Note To Reviewer**

**Created By:**

Phylis Ballard on 04/21/2008 08:25 AM

**Subject:**

Withdrawal

**Comments:**

Yes, please withdraw this filing, it has already been approved under another serff number.

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*Project Name/Number:*      *AD-204 et al/AD-204 et al*

**Note To Filer**

**Created By:**

Stephanie Fowler on 04/15/2008 01:34 PM

**Subject:**

EFT Refund

**Comments:**

Your refund in the amount of \$225.00 has been requested. We assume that you wish to withdraw this filing from further consideration, please confirm.

Thank you,  
Stephanie Fowler, ACS, ACP

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*Project Name/Number:*      *AD-204 et al/AD-204 et al*

**Note To Reviewer**

**Created By:**

Phylis Ballard on 04/09/2008 08:15 AM

**Subject:**

EFT request

**Comments:**

Do I need a formal request for the refund amount of \$225.00 or will this comment be enough.

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**Note To Filer**

**Created By:**

Stephanie Fowler on 04/02/2008 01:32 PM

**Subject:**

EFT Refund

**Comments:**

Your note of 4/1/08 states that this is a duplicate filing and requests that we credit your account in the amount of \$135. The eft amount on both submissions was \$225 each. Our department will need to issue a check to your company for the duplicate amount of the eft. Shouldn't your note have read \$225 and not \$135? Please advise.

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**Amendment Letter**

Amendment Date:

Submitted Date: 04/01/2008

**Comments:**

You are correct this was previously filed. Could you please credit our account with the duplicate monies in the amount of \$135.00.

**Changed Items:**

**Supporting Document Schedule Item Changes:**

**User Added -Name: comment**

Comment: You are correct this was previously filed. See comments listed above.

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**Note To Filer**

**Created By:**

Stephanie Fowler on 03/06/2008 02:56 PM

**Subject:**

Possible Duplicate Filing?

**Comments:**

It appears that these advertisements were previously filed with this state on February 27, 2008. If this is not the case, please advise.

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## Form Schedule

**Lead Form Number:** AD-204 et al

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Withdrawn	AD-204	Advertising	AD-204	Initial		0	AD-204 Med Supp.pdf
Withdrawn	AD-205	Advertising	AD-205	Initial		0	AD-205 Med Supp.pdf
Withdrawn	AD-206	Advertising	AD-206	Initial		0	AD-206 HMO.pdf
Withdrawn	AD-207	Advertising	AD-207	Initial		0	AD-207 All You Need.pdf
Withdrawn	AD-208	Advertising	AD-208	Initial		0	AD-208 Attention Seniors.pdf
Withdrawn	AD-209	Advertising	AD-209	Initial		0	AD-209 5 Reasons.pdf
Withdrawn	AD-220	Advertising	AD-220	Initial		0	AD-220 Med Supp Choice.pdf
Withdrawn	AD-224	Advertising	AD-224	Initial		0	AD-224 Any Doctor.pdf
Withdrawn	AD-225	Advertising	AD-225	Initial		0	AD-225 Who Would You Rather.pdf

# Medicare Supplement Print Ad - AD-204

2 Column



**All Medicare Supplements are the same.  
All insurance companies are not!**

**United American Insurance Company  
has experience Seniors appreciate:**

- More than 40 years of service to Seniors
- One of the largest writers of individual Medicare Supplements in the United States\*
  - No restrictions on doctors or hospitals
  - Personal Agent service

**For more information, contact:**

**UA UNITED AMERICAN  
INSURANCE COMPANY**  
[www.unitedamerican.com](http://www.unitedamerican.com)

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AD-204 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561A

3 Column



**All Medicare Supplements are the same.  
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AD-204 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561A

# Medicare Supplement Print Ad - AD-205

2 Column



## Have questions about Medicare Supplements?

United American Insurance Company has the answers!

- **One of the largest writers of individual Medicare Supplements in the United States\***
- More than 40 years of service to Seniors
- No restrictions on doctors or hospitals
- Personal Agent service

**For more information, contact:**

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AD-205 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561B

3 Column



## Have questions about Medicare Supplements?

United American Insurance Company has the answers!

- **One of the largest writers of individual Medicare Supplements in the United States\***
- More than 40 years of service to Seniors
- No restrictions on doctors or hospitals
- Personal Agent service

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AD-205 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561B

# Medicare Supplement Print Ad - AD-206

2 Column



## LOST YOUR HMO? NEED HELP?

**United American Insurance Company  
may have the solution!**

- One of the largest writers of individual Medicare Supplements in the United States\*
- More than 40 years of service to Seniors
- No restrictions on doctors or hospitals
- Cannot be canceled as long as premiums are paid on time

**For more information, contact:**

**UA UNITED AMERICAN  
INSURANCE COMPANY**  
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AD-206 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561C

3 Column



## LOST YOUR HMO? NEED HELP?

**United American Insurance Company may have the solution!**

- One of the largest writers of individual Medicare Supplements in the United States\*
- More than 40 years of service to Seniors
- No restrictions on doctors or hospitals
- Cannot be canceled as long as premiums are paid on time

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AD-206 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561C

# ALL YOU NEED IS



You need a strong partner when buying  
a Medicare Supplement.  
**United American Insurance Company** wants  
to be the **ONE** Company you depend on.

- One of the largest writers of individual Medicare Supplements in the United States\*
  - More than 40 years of service to Seniors
  - Freedom to choose your doctors or facilities
  - Agent-serviced for the life of the policy

**Call today to make **United American**  
the **ONE** company for you!**

**UA** UNITED AMERICAN  
INSURANCE COMPANY

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# Medicare Supplement Print Ad - AD-208

3 Column



## **ATTENTION SENIORS!** Need a Medicare Supplement from an experienced provider?

Turn to United American Insurance Company with **more than 40 years of service to Seniors**

**For more information, contact:**

**UA** UNITED AMERICAN  
INSURANCE COMPANY  
[www.unitedamerican.com](http://www.unitedamerican.com)

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AD-208

Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06

UAI0561E

# Medicare Supplement Print Ad - AD-209

2 Column



**Want a Good Reason to Choose  
UNITED AMERICAN INSURANCE COMPANY  
for your Medicare Supplement?**

## **WE HAVE SEVERAL!**

1. One of the largest writers of individual Medicare Supplements in the United States.\*
2. More than 40 years of service to Seniors
3. Simple, on-the-spot qualification
4. Freedom to choose your doctors and facilities
5. Agent-serviced for the life of the policy

**For more information, contact:**

**UA UNITED AMERICAN  
INSURANCE COMPANY**  
[www.unitedamerican.com](http://www.unitedamerican.com)

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AD-209 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561F

3 Column



**Want a Good Reason to Choose United American  
Insurance Company for your Medicare Supplement?**

## **WE HAVE SEVERAL!**

1. One of the largest writers of individual Medicare Supplements in the United States.\*
2. More than 40 years of service to Seniors
3. Simple, on-the-spot qualification
4. Freedom to choose your doctors and facilities
5. Agent-serviced for the life of the policy

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AD-209

Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06

UAI0561F

# Medicare Supplement Print Ad - AD-220

2 Column



## ATTENTION SENIORS!



**We're United American Insurance Company and we are here to stay.**

Find out about a leading choice in Medicare Supplement insurance policies.

- Personal Agent service
- One of the largest writers of individual Medicare Supplements in the United States.\*
- More than 40 years of service to Seniors
- No restrictions on doctors or hospitals

**For more information, contact:**

**UA UNITED AMERICAN INSURANCE COMPANY**  
[www.unitedamerican.com](http://www.unitedamerican.com)

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AD-220 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561G

3 Column



## ATTENTION SENIORS!



**We're United American Insurance Company and we are here to stay.**

Find out about a leading choice in Medicare Supplement insurance policies.

- Personal Agent service
- One of the largest writers of individual Medicare Supplements in the United States.\*
- More than 40 years of service to Seniors
- No restrictions on doctors or hospitals

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AD-220 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561G

# Medicare Supplement Print Ad - AD-224

2 Column



## Any Doctor, Any Hospital.



At United American, we believe you should be able to choose your own doctor and hospital. See who you want, go where you want. It's your choice.

### United American Insurance Company:

- No restrictions on doctors or hospitals
- One of the largest writers of individual Medicare Supplements in the United States.\*
- More than 40 years of service to Seniors
- Personal Agent service

**For more information, contact:**

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AD-224 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561H

3 Column



## Any Doctor, Any Hospital.

At United American, we believe you should be able to choose your own doctor and hospital. See who you want, go where you want. It's your choice.



### United American Insurance Company:

- No restrictions on doctors or hospitals
- One of the largest writers of individual Medicare Supplements in the United States.\*
- More than 40 years of service to Seniors
- Personal Agent service

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AD-224

Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06

UAI0561H

# Medicare Supplement Print Ad - AD-225

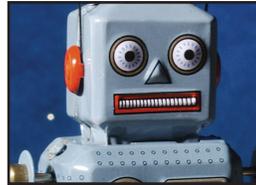
2 Column



## Who would you rather talk to about Medicare Supplements?



vs.



### A Real Person or a Machine?

- Personal Agent service
- One of the largest writers of individual Medicare Supplements in the United States.\*
- More than 40 years of service to Seniors
- No restrictions on doctors or hospitals

**UA UNITED AMERICAN INSURANCE COMPANY**

**For more information, contact:**

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AD-225 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI05611

3 Column



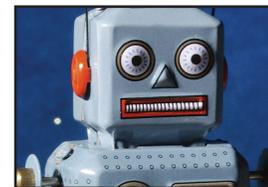
## Who would you rather talk to about Medicare Supplements?



### A Real Person or a Machine?

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AD-225

Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06

UAI05611

*SERFF Tracking Number:*      *AMLC-125521161*                      *State:*                      *Arkansas*  
*Filing Company:*              *United American Insurance Company*              *State Tracking Number:*      *38324*  
*Company Tracking Number:*      *AD-204 ET AL*  
*TOI:*                      *MS06 Medicare Supplement - Other*              *Sub-TOI:*                      *MS06.000 Medicare Supplement - Other*  
*Product Name:*              *Print Advertisements*  
*Project Name/Number:*      *AD-204 et al/AD-204 et al*

## **Rate Information**

Rate data does NOT apply to filing.

SERFF Tracking Number: AMLC-125521161

State: Arkansas

Filing Company: United American Insurance Company

State Tracking Number: 38324

Company Tracking Number: AD-204 ET AL

TOI: MS06 Medicare Supplement - Other

Sub-TOI: MS06.000 Medicare Supplement - Other

Product Name: Print Advertisements

Project Name/Number: AD-204 et al/AD-204 et al

## Supporting Document Schedules

**Satisfied -Name:** Cover Ltr

**Comments:**

**Attachments:**

AR Ltr.pdf

AR FEE Form.pdf

**Review Status:**

Withdrawn

04/23/2008

**Satisfied -Name:** comment

**Comments:**

You are correct this was previously filed. See comments listed above.

**Review Status:**

Withdrawn

04/23/2008

# united american insurance company

February 26, 2008

Honorable Julie Benafield Bowman  
Commissioner of Insurance  
Arkansas Insurance Department  
1200 West 3rd Street  
Little Rock, AR 72201-1904

Attn: Advertising

NAIC# 92916

RE: AD-204, AD-205, AD-206, AD-207, AD-208, AD-209, AD-220, AD-224 and AD-225  
Fee Schedule  
Filing Fee \$225.00

Enclosed for your review and approval are copies of the above mentioned ads. This filing is being submitted as an invitation to inquire. Due to the similarity in content, these ads are being filed under the same cover letter. The above forms are being submitted as a new filing and do not replace any previously approved forms.

These ads will be used to advertise our Medicare Supplement Portfolio, for products that have been filed and approved by your department.

The forms will be used as print advertisements by United American insurance agents and are being filed in all states where the Company does business.

Your early review and approval would be greatly appreciated. If you have any questions, please feel free to call me collect at (972) 569-3748 or email me at [pballard@torchmarkcorp.com](mailto:pballard@torchmarkcorp.com).

Sincerely,



Phylis Ballard  
Compliance Analyst  
Regulatory Compliance Department

ARKANSAS INSURANCE DEPARTMENT

Attn: LIFE & HEALTH DIVISION, ARKANSAS INSURANCE DEPARTMENT

Company Name: United American Insurance Company

P. O. Box 8080 McKinney, Texas 75070

Company NAIC Code: 92916

Company Contact Person & Telephone# Phylis Ballard (972) 569-3748

\*\*\*\*\*  
\* Insurance Department Use Only \*  
\* \*  
\* Analyst: \_\_\_\_\_ Amount: \_\_\_\_\_ Route Slip: \_\_\_\_\_ \*  
\* \*  
\*\*\*\*\*

ALL FEES ARE PER EACH INSURER, PER ANNUAL STATEMENT LINE OF BUSINESS, UNLESS OTHERWISE INDICATED.

FEE SCHEDULE FOR ADMITTED INSURERS

RATE/FORM FILINGS

Life and/or Disability policy form filing \_\_\_\_\_ x\$ 50= \_\_\_\_\_  
and review, per each policy, contract, annuity  
form, per each insurer, per each filing. \*\*Retalitory \_\_\_\_\_

Life and/or Disability - Filing and review of \* \_\_\_\_\_ x\$ 50= \_\_\_\_\_  
each rate filing or loss ratio guarantee filing,  
per each insurer. \*\*Retalitory \_\_\_\_\_

Life and/or Disability Policy, Contract or \_\_\_\_\_ x\$ 25= \_\_\_\_\_  
Annuity Forms: Filing and review of each  
certificate, rider, endorsement or application  
if each is filed separately from the basic form. \*\*Retalitory \_\_\_\_\_

Life and/or Disability: Filing and review of \* 9 x\$ 25= \$225.00  
Insurer's advertisements, per advertisement, per  
each insurer. \*\*Retalitory \_\_\_\_\_

AMEND CERTIFICATE OF AUTHORITY

Review and processing of information to amend an \* \_\_\_\_\_ x\$ 400= \_\_\_\_\_  
Insurer's Certificate of Authority.

Filing to amend Certificate of Authority. \*\*\* \_\_\_\_\_ x\$ 100= \_\_\_\_\_

\* THESE FEES ARE PAYABLE UNDER THE NEW FEE SCHEDULE AS OUTLINED UNDER RULE AND REGULATION 57.  
\*\* THESE FEES ARE PAYABLE UNDER THE OLD FEE SCHEDULE AS OUTLINED UNDER ARK. CODE ANN. 23-63-102. RETALIATORY TAX.  
\*\*\*THESE FEES ARE PAYABLE AS REQUIRED IN ARK. ANN. 23-61-401.