

SERFF Tracking Number: BNLA-125285557 State: Arkansas
Filing Company: Bankers Life and Casualty Company State Tracking Number: 36880
Company Tracking Number:
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: HHC Advertising
Project Name/Number: HHC Advertising/

Filing at a Glance

Company: Bankers Life and Casualty Company

Product Name: HHC Advertising SERFF Tr Num: BNLA-125285557 State: ArkansasLH
TOI: LTC06 Long Term Care - Other SERFF Status: Closed State Tr Num: 36880
Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: State Status: Filed-Closed
Filing Type: Form/Advertisement Co Status: Reviewer(s): Marie Bennett, Harris Shearer
Author: Janice Fron Disposition Date: 05/09/2008
Date Submitted: 09/12/2007 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: HHC Advertising Status of Filing in Domicile: Not Filed
Project Number: Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments: Not required to file in Illinois.
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 05/09/2008 Deemer Date:
State Status Changed: 05/09/2008
Corresponding Filing Tracking Number:
Filing Description:
HOME HEALTH CARE ADVERTISING
Lead Generating Device
Form Number: 200IAR/2001AR-1 Letter
BE-798 Return Envelope

In accordance with your state's requirements, we are filing the above captioned form for your review. The form is not

SERFF Tracking Number: BNLA-125285557 State: Arkansas
Filing Company: Bankers Life and Casualty Company State Tracking Number: 36880
Company Tracking Number:
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: HHC Advertising
Project Name/Number: HHC Advertising/

required to be filed in Illinois, our domiciliary state, but is being filed simultaneously as well in all other states that require our filing.

This letter with a return request and envelope will be used as a lead generating device by offering to provide state residents ages 55 and over, (including those that may be on Medicare), with a guide that gives current at-home health care coverage costs and options that are available. The previously approved consumer guide is entitled, "Home Health Care Protection." When requested, it will be provided at no cost and with no obligation.

The variable information has been bracketed to allow us to easily update the form.

As always, your prompt consideration of this filing for approval is sincerely appreciated.

Company and Contact

Filing Contact Information

Janice Fron, Filing Project Leader j.fron@banklife.com
222 Merchandise Mart Plaza - 19th Floor (312) 396-7538 [Phone]
Chicago, IL 60654 (312) 396-5907[FAX]

Filing Company Information

Bankers Life and Casualty Company CoCode: 61263 State of Domicile: Illinois
222 Merchandise Mart Plaza Group Code: 233 Company Type:
Chicago, IL 60654-9988 Group Name: State ID Number:
(800) 621-3724 ext. [Phone] FEIN Number: 36-0770740

Filing Fees

Fee Required? Yes
Fee Amount: \$75.00
Retaliatory? No
Fee Explanation: AR requires \$25.00 per form
Per Company: No

SERFF Tracking Number: BNLA-125285557 State: Arkansas
Filing Company: Bankers Life and Casualty Company State Tracking Number: 36880
Company Tracking Number:
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: HHC Advertising
Project Name/Number: HHC Advertising/

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Bankers Life and Casualty Company	\$75.00	09/12/2007	15574662

SERFF Tracking Number: BNLA-125285557 State: Arkansas
Filing Company: Bankers Life and Casualty Company State Tracking Number: 36880
Company Tracking Number:
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: HHC Advertising
Project Name/Number: HHC Advertising/

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	05/09/2008	05/09/2008

SERFF Tracking Number: *BNLA-125285557* *State:* *Arkansas*
Filing Company: *Bankers Life and Casualty Company* *State Tracking Number:* *36880*
Company Tracking Number:
TOI: *LTC06 Long Term Care - Other* *Sub-TOI:* *LTC06.000 Long Term Care - Other*
Product Name: *HHC Advertising*
Project Name/Number: *HHC Advertising/*

Disposition

Disposition Date: 05/09/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: BNLA-125285557 State: Arkansas
 Filing Company: Bankers Life and Casualty Company State Tracking Number: 36880
 Company Tracking Number:
 TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
 Product Name: HHC Advertising
 Project Name/Number: HHC Advertising/

Item Type	Item Name	Item Status	Public Access
Supporting Document	Certification/Notice		Yes
Supporting Document	Application		Yes
Supporting Document	Health - Actuarial Justification		Yes
Supporting Document	Outline of Coverage		Yes
Supporting Document	Submission letter		Yes
Form	Letter & Reply Card		Yes
Form	Reply envelope		Yes

SERFF Tracking Number: BNLA-125285557 State: Arkansas
 Filing Company: Bankers Life and Casualty Company State Tracking Number: 36880
 Company Tracking Number:
 TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
 Product Name: HHC Advertising
 Project Name/Number: HHC Advertising/

Form Schedule

Lead Form Number: 2001AR/2001AR-1/BE-798

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	2001AR/2001AR-1	Advertising Letter & Reply Card		Initial		0	2001AR.pdf
	01AR-01						
	BE-798	Advertising Reply envelope		Initial		0	BE-798 OSE.pdf

Neither Bankers nor its agents are connected with or endorsed by the U.S. Government or the Federal Medicare Program.

Correct any change in address here:



**Update for State Residents 55 & over
(including those with Medicare)**



PRESORTED STD
U. S. POSTAGE
PAID
BANKERS LIFE
AND CASUALTY

FREE GUIDE
Mail request in
next 10 days



BE-798

MAIL IN NEXT 10 DAYS

SERFF Tracking Number: *BNLA-125285557* *State:* *Arkansas*
Filing Company: *Bankers Life and Casualty Company* *State Tracking Number:* *36880*
Company Tracking Number:
TOI: *LTC06 Long Term Care - Other* *Sub-TOI:* *LTC06.000 Long Term Care - Other*
Product Name: *HHC Advertising*
Project Name/Number: *HHC Advertising/*

Rate Information

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>BNLA-125285557</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Bankers Life and Casualty Company</i>	<i>State Tracking Number:</i>	<i>36880</i>
<i>Company Tracking Number:</i>			
<i>TOI:</i>	<i>LTC06 Long Term Care - Other</i>	<i>Sub-TOI:</i>	<i>LTC06.000 Long Term Care - Other</i>
<i>Product Name:</i>	<i>HHC Advertising</i>		
<i>Project Name/Number:</i>	<i>HHC Advertising/</i>		

Supporting Document Schedules

Bypassed -Name:	Certification/Notice	Review Status:	09/10/2007
Bypass Reason:	Not applicable		
Comments:			

Bypassed -Name:	Application	Review Status:	09/10/2007
Bypass Reason:	Not applicable		
Comments:			

Bypassed -Name:	Health - Actuarial Justification	Review Status:	09/10/2007
Bypass Reason:	Not applicable		
Comments:			

Bypassed -Name:	Outline of Coverage	Review Status:	09/10/2007
Bypass Reason:	Not applicable		
Comments:			

Satisfied -Name:	Submission letter	Review Status:	09/12/2007
Comments:			
Attachment:			
	HHC Advertising-AR.pdf		



BANKERS
LIFE AND CASUALTY COMPANY
We specialize in seniors

September 12, 2007

Janice Fron
Filing Project Leader
Product Approval and Compliance

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

ATTN: Compliance - Life & Health

NAIC: 233-61263 FEIN: 36-0770740

RE: **HOME HEALTH CARE ADVERTISING**
Lead Generating Device
Form Number: 2001AR/2001AR-1 Letter
BE-798 Return Envelope

Dear Commissioner:

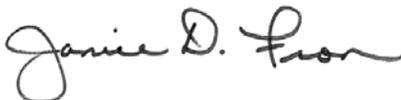
In accordance with your state's requirements, we are filing the above captioned form for your review. The form is not required to be filed in Illinois, our domiciliary state, but is being filed simultaneously as well in all other states that require our filing.

This letter with a return request and envelope will be used as a lead generating device by offering to provide state residents ages 55 and over, (including those that may be on Medicare), with a guide that gives current at-home health care coverage costs and options that are available. The previously approved consumer guide is entitled, "Home Health Care Protection." When requested, it will be provided at no cost and with no obligation.

The variable information has been bracketed to allow us to easily update the form.

As always, your prompt consideration of this filing for approval is sincerely appreciated.

Very truly yours,



Janice D. Fron
Product Approval and Compliance

Enclosures