

SERFF Tracking Number: UNAM-125578391 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 38524
Company Tracking Number:
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Med Supp Brochure Informational Filing
Project Name/Number: /

Filing at a Glance

Company: Pennsylvania Life Insurance Company

Product Name: Med Supp Brochure SERFF Tr Num: UNAM-125578391 State: ArkansasLH
Informational Filing

TOI: MS06 Medicare Supplement - Other SERFF Status: Closed State Tr Num: 38524

Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: State Status: Filed-Closed

Other

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Holly Parenti

Disposition Date: 04/03/2008

Date Submitted: 03/26/2008

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile:

Project Number:

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: 04/03/2008

State Status Changed: 04/03/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Pennsylvania Life Insurance Company NAIC#67660

Informational Filing - Form(s):

PL-MS-BRO 06 AR Medicare Supplement Brochure

Dear Sir or Madam:

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We submit the above form as an Information Filing. This form was previously approved in your state:

Brochure Policy
PL-MS-BRO 06 AR 4/21/06 12/29/05

The only changes to the brochure are:

- 1) We removed "Financial" from "Universal American Financial Corp."
- 2) We have added a revision date at the bottom of the front page, right hand corner.
- 3) The picture on the front page is different.
- 4) We deleted "[] E, [] High Deductible F" from the Plan Selected and Plans, on the second page.
- 5) We deleted "PMSA or" from the Policy form Series on the second page.
- 6) We deleted "Not all plans available in all states" from the second page.

If additional information is needed, please contact me at 800-538-1053 ext. 8531 or hparenti@uafc.com.

Company and Contact

Filing Contact Information

Holly Parenti, hparenti@uafc.com
P.O. Box 958465 (407) 628-1776 [Phone]
Lake Mary, FL 32795-8465

Filing Company Information

Pennsylvania Life Insurance Company CoCode: 67660 State of Domicile: Pennsylvania
1001 Heathrow Park Lane Group Code: 953 Company Type:
Suite 5001
Lake Mary, FL 32746 Group Name: State ID Number:
(407) 995-8000 ext. [Phone] FEIN Number: 23-1305366

Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No

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Fee Explanation: \$25.00 per advertisement x1 ad
Per Company: No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pennsylvania Life Insurance Company	\$25.00	03/26/2008	18986864

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/03/2008	04/03/2008

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Disposition

Disposition Date: 04/03/2008

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Form	Medicare Supplement Brochure	Filed-Closed	Yes

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Form Schedule

Lead Form Number: PL-MS-BRO 06 AR

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-	PL-MS-	Advertising	Medicare	Initial			PL-MS-BRO
Closed	BRO 06 AR		Supplement Brochure				06 AR.pdf



PENNSYLVANIA
LIFE INSURANCE CO.

Medicare Supplement Insurance

from **Pennsylvania Life**

AT A GLANCE

- Helps provide for expenses not covered under Medicare
- Choice of plans
- Renewable for life*
- Easy application
- Electronic claim processing
- Freedom to choose your own doctors and hospitals

* Premium rates may be changed by class

THE AFFORDABLE WAY TO SUPPLEMENT MEDICARE

Medicare, the government-sponsored program, helps seniors pay health care costs. But Medicare was never designed to cover every facet of a retiree's health care...and there are many services that Medicare doesn't cover—expenses that you have to pay for yourself.

There's a way to offset these out-of-pocket costs. Many retirees have made Medicare Supplement insurance a key part of their financial plan, to help provide for expenses not covered in their Original Medicare coverage.

Pennsylvania Life Insurance Company's (PennLife) Medicare Supplement insurance pays many of the out-of-pocket costs you would otherwise need to pay yourself. Most plans cover all or part of Medicare's coinsurance and deductibles for hospital stays (Part A) and physician visits (Part B).

QUESTIONS?

For more information, speak to your PennLife agent, call toll-free 1-87-PENN-LIFE (1-877-366-5433) or visit www.pennlife.com.

PL-MS-BRO 06 AR

SENIOR
Solutions[®]

This insurance product is part of the Senior Solutions[®] line of products from Pennsylvania Life Insurance Co. Senior Solutions represents PennLife's portfolio of asset accumulation, asset protection and senior care service products for today's seniors. Senior Solutions is the key to your retirement needs.

rev 3/08

A QUICK COMPARISON OF COVERAGE OPTIONS

	Medicare Supplement	Medicare HMOs	Medicare SELECT
Restrictive physicians network?	No	Yes	No*
Restrictive hospital network?	No	Yes	Yes
Receive care without approval?	Yes	No	Yes
Avoid claims paperwork?	Yes	Yes	Yes

* In the event of a planned hospital confinement, your physician must have admitting privileges to a network hospital.

ADVANTAGES OF A PENNLIFE MEDICARE SUPPLEMENT POLICY

Features	What it means for you...
No Restrictive Networks	Visit any physician, specialist or hospital you wish; keep the health care providers you know and trust
Flexible and Affordable	Choose from a wide range of competitively-priced policies that best suit your budget and health care needs
Simple Application Form	Easy to apply
Virtually No Paperwork	Quick and easy electronic payment on claims, from knowledgeable and experienced professionals
Renewable	PennLife can never cancel your policy as long as you pay your premiums on time
Personal Service	PennLife policyholders receive the most courteous and friendly service available

Plan Selected: A B C D F G] Estimated amount of initial premium: \$ _____

Name _____ Date _____

Your PennLife Agent _____ Phone Number _____

WHY PENNLIFE?

Pennsylvania Life Insurance Company offers a comprehensive portfolio of Senior Solutions® products to America's seniors and self-employed, including supplemental health insurance, life insurance and asset accumulation products. We are dedicated to helping America's seniors protect themselves and their families with products that offer flexibility and value, and are backed by exceptional service. Our insurance professionals have built their success on a commitment to integrity, principles and high ideals.

Founded in 1890, PennLife is today part of the Universal American Corp. family of companies.

Policy Form Series PMSI Plans [A, B, C, D, F, G,]

THIS IS NOT THE INSURANCE CONTRACT AND ONLY THE ACTUAL POLICY PROVISIONS WILL CONTROL. The policy itself sets forth in detail the rights and obligations of both you and your insurance company. So it's important that you *read your policy carefully!*

Not connected with or endorsed by the U.S. government or the federal Medicare program.

An insurance agent may call. These insurance policies have exclusions and limitations. For costs and complete details contact your agent or PennLife.



**PENNSYLVANIA
LIFE INSURANCE CO.**

Administrative Office:
 Senior Health Service Center
 P.O. Box 13547
 Pensacola, FL 32591-3547
Policyholder Services & Claims: 1-87-PENN-LIFE
(1-877-366-5433)
 www.pennlife.com

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