

SERFF Tracking Number: UNAM-125687599 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 39239
Company Tracking Number: PLT65LTR408
TOI: H21 Health - Other Sub-TOI: H21.000 Health - Other
Product Name: T65 Letter/Script
Project Name/Number: /

Filing at a Glance

Company: Pennsylvania Life Insurance Company

Product Name: T65 Letter/Script SERFF Tr Num: UNAM-125687599 State: ArkansasLH
TOI: H21 Health - Other SERFF Status: Closed State Tr Num: 39239
Sub-TOI: H21.000 Health - Other Co Tr Num: PLT65LTR408 State Status: Filed-Closed
Filing Type: Form Co Status: Reviewer(s): Rosalind Minor
Author: Holly Parenti Disposition Date: 06/12/2008
Date Submitted: 06/09/2008 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: Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 06/12/2008
State Status Changed: 06/12/2008 Deemer Date:
Corresponding Filing Tracking Number:

Filing Description:

Re: Pennsylvania Life Insurance Company NAIC# 67660
Advertising Submission- Medicare Supplement Insurance
Form(s)
PLT65LTR408 Insurance Pre-Approach Letter
PLBELT65LTR408 Insurance Pre-Approach Letter
PLT65PScript508 Phone Script

Dear Sir or Madam:

SERFF Tracking Number: UNAM-125687599 State: Arkansas
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We submit the above form for your review and approval. This advertising material will be used for our Medicare Supplement/Select, Life Insurance, Senior Dental Insurance, Cancer Insurance forms approved by your state.

We certify that these forms comply with the provisions of 19xx10B and all applicable requirements of the Department.

We consider this advertisement an invitation to inquire and will use it to obtain leads for our Multiply Insurance Products approved by your Department.

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: \$75.00
Retaliatory? No
Fee Explanation: \$25 per ad x3 ads
Per Company: No

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| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|-------------------------------------|---------|----------------|---------------|
| Pennsylvania Life Insurance Company | \$75.00 | 06/09/2008 | 20740966 |

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Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------------|----------------|------------|----------------|
| Filed-Closed | Rosalind Minor | 06/12/2008 | 06/12/2008 |

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Disposition

Disposition Date: 06/12/2008

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 |
|----------------------------|----------------------------------|--------------------|----------------------|
| Supporting Document | Certification/Notice | Filed-Closed | Yes |
| Supporting Document | Application | Filed-Closed | Yes |
| Supporting Document | Health - Actuarial Justification | Filed-Closed | Yes |
| Supporting Document | Outline of Coverage | Filed-Closed | Yes |
| Form | Pre-Approach Letter | Filed-Closed | Yes |
| Form | Pre-Approach Letter | Filed-Closed | Yes |
| Form | Phone Script | Filed-Closed | Yes |

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Form Schedule

Lead Form Number: PLT65LTR408

| Review Status | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|---------------|------------------|-------------|---------------------|---------|----------------------|-------------|---------------------|
| Filed-Closed | PLT65LTR408 | Advertising | Pre-Approach Letter | Initial | | | PLT65LTR408.pdf |
| Filed-Closed | PLBELT65LTR408 | Advertising | Pre-Approach Letter | Initial | | | PLBELT65LTR408.pdf |
| Filed-Closed | PLT65PScripts508 | Advertising | Phone Script | Initial | | | PLT65PScript508.doc |

Let me be the first to wish you a Happy 65th Birthday!

I sincerely hope your upcoming birthday makes for an exciting and truly unforgettable day. On this special birthday you may be experiencing a number of unique changes in your life, such as becoming eligible for Medicare coverage and other insurance products. This can be an exciting as well as confusing time, but you don't have to go through it alone.

At Pennsylvania Life Insurance Company, we specialize in meeting the life insurance needs of seniors just like you. We can help you understand Medicare coverage as well as identify other insurance options you may qualify for. In fact, Pennsylvania Life provides a full array of Senior Solutions® senior market products that offer the security and freedom you and your family deserve. Our Senior Solutions portfolio of products include*:

- Medicare Supplement/Select Insurance
- Term and Whole Life insurance
- Final Expense Life Insurance
- Senior Dental Insurance
- Cancer Plans
- Long-Term Care**
- Asset Accumulation/Annuity Contracts**

At Pennsylvania Life, we understand that educated customers make the best choices for a secure future. I will soon be contacting you by phone to provide you with more information on these products. If you are so inclined, we can schedule a personal meeting to discuss your options further. Again, I wish you a healthy and happy 65th birthday!

Sincerely,

<Agent Name>

<Agent Phone Number>

*Product availability varies by state.
**Available through strategic market alliance.
PLT65LTR408



Not connected with or endorsed by the U.S. Government or the Federal Medicare Program. This is a solicitation for insurance. An agent may contact you. These policies may have exclusions and limitations. Policy Form Series: Medicare Supplement PMSA or PMSI, Medicare Select PMSA-S or PMSI-S, Life Insurance LF-120, LF-130 or LF-140, Dental Insurance PLDEN03, Cancer G39 or G68.

Dear <name>,

Happy Belated 65th Birthday!

I hope your recent birthday was one of the most exciting birthdays you have ever had. If you are like most people on this special birthday, you should be embracing some unique changes in your life such as becoming eligible for Medicare. This time in your life can be exciting as well as very confusing for some people, so don't feel like you are alone.

Pennsylvania Life Insurance Company specializes in the needs of seniors, helping them to understand the changes in Medicare and what options they have to deal with each and every year. Senior Solutions, Pennsylvania Life's brand portfolio of insurance products, provides a full array of senior market products offering security and freedom to you and your family. Senior Solutions products include*:

- Medicare Supplement/Select Insurance
- Term and Whole Life insurance
- Final Expense Life Insurance
- Senior Dental Insurance
- Cancer Plans
- Long-Term Care**
- Asset Accumulation/Annuity Contracts**

I invite you to find out for yourself what your options are by phone or a personal meeting with me to get real answers to what you may qualify for. I will contact you soon to see if we can be of any assistance to you and again I hope you had a **Happy 65th Birthday!**

My Sincere Thanks,

<Agent Name>

<Agent Phone Number>

*Product availability varies by state.
**Available through strategic market alliance.
PLBELT65LTR408



Not connected with or endorsed by the U.S. Government or the Federal Medicare Program. This is a solicitation for insurance. An agent may contact you. These policies may have exclusions and limitations. Policy Form Series: Medicare Supplement PMSA or PMSI, Medicare Select PMSA-S or PMSI-S, Life Insurance LF-120, LF-130 or LF-140, Dental Insurance PLDEN03. Cancer G39 or G68.

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Attachment "PLT65PScript508.doc" is not a PDF document and cannot be reproduced here.

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Rate Information

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| | | | |
|---------------------------------|--|-------------------------------|-------------------------------|
| <i>SERFF Tracking Number:</i> | <i>UNAM-125687599</i> | <i>State:</i> | <i>Arkansas</i> |
| <i>Filing Company:</i> | <i>Pennsylvania Life Insurance Company</i> | <i>State Tracking Number:</i> | <i>39239</i> |
| <i>Company Tracking Number:</i> | <i>PLT65LTR408</i> | | |
| <i>TOI:</i> | <i>H21 Health - Other</i> | <i>Sub-TOI:</i> | <i>H21.000 Health - Other</i> |
| <i>Product Name:</i> | <i>T65 Letter/Script</i> | | |
| <i>Project Name/Number:</i> | <i>/</i> | | |

Supporting Document Schedules

| | | | | |
|------------------------|----------------------------------|-----------------------|--------------|------------|
| Bypassed -Name: | Certification/Notice | Review Status: | Filed-Closed | 06/12/2008 |
| Bypass Reason: | N/A | | | |
| Comments: | | | | |
| Bypassed -Name: | Application | Review Status: | Filed-Closed | 06/12/2008 |
| Bypass Reason: | N/A | | | |
| Comments: | | | | |
| Bypassed -Name: | Health - Actuarial Justification | Review Status: | Filed-Closed | 06/12/2008 |
| Bypass Reason: | N/A | | | |
| Comments: | | | | |
| Bypassed -Name: | Outline of Coverage | Review Status: | Filed-Closed | 06/12/2008 |
| Bypass Reason: | N/A | | | |
| Comments: | | | | |