

SERFF Tracking Number: AEGC-125758520 State: Arkansas  
Filing Company: Life Investors Insurance Company of America State Tracking Number: 39839  
Company Tracking Number: 1267  
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.004 Plan D  
Standard Plans  
Product Name: Life Investors Insurance Company of America 2008 Annual Standard Individual Medicare Supplement  
Project Name/Number: 2008 Life Investors Insurance Company of America Standard Individual Medicare Supplement Rates/011

## Filing at a Glance

Company: Life Investors Insurance Company of America

Product Name: Life Investors Insurance SERFF Tr Num: AEGC-125758520 State: ArkansasLH

Company of America 2008 Annual Standard

Individual Medicare Supplement

TOI: MS051 Individual Medicare Supplement - SERFF Status: Closed State Tr Num: 39839

Standard Plans

Sub-TOI: MS051.004 Plan D

Co Tr Num: 1267

State Status: Approved-Closed

Filing Type: Rate

Co Status:

Reviewer(s): Stephanie Fowler

Authors: Carolyn Mills, Teri

Disposition Date: 09/04/2008

Schaffer, Kristina Davis

Date Submitted: 08/04/2008

Disposition Status: Approved

Implementation Date Requested: 11/01/2008

Implementation Date:

State Filing Description:

## General Information

Project Name: 2008 Life Investors Insurance Company of America  
Standard Individual Medicare Supplement Rates

Status of Filing in Domicile: Pending

Project Number: 011

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: The rates for this policy form in our domiciliary state of Iowa are pending.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact: 4%

Group Market Type:

Filing Status Changed: 09/04/2008

State Status Changed: 09/04/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

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2008 Annual Rate Filing for Standard Individual Medicare Supplement Policies. Life Investors Insurance Company of America Policy Form#(s): MS4100IPL-D, MS4100IPL-G

Dear Ms. Minor:

Enclosed is our rate submission for the benefits contained in the Standardized Medicare Supplement plans. This rate revision would be effective the first day of the month following 60 days from the effective date of the approval. Since this is a closed block of business, we have dropped all plans that no longer have lives for the last two years. We will only be including in our filings the plans that still have lives.

To aid in the rate review process, the actuarial memorandum is in line with the rate revision filing format recommended in the NAIC Medicare Supplement Model Regulations Compliance Manual.

Enclosed to complete this submission are:

- Actuarial Memorandum with Exhibit A
- Exhibit B (Experience)
- Life, Accident & Health Transmittal Document
- Projection Exhibit
- Actual to Expected Analysis
- Filing Fee (EFT)

Should you have any questions or concerns, please feel free to call me at 800-233-4624 extension 5236 or our Actuary, Stephen Baloga at extension 5226. For your convenience you can email us at [msapprovals@aegonusa.com](mailto:msapprovals@aegonusa.com). If you prefer, our fax number is 410-209-5904.

Sincerely,

Teri Schaffer,  
Actuarial Administrative Supervisor

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## Company and Contact

### Filing Contact Information

Carolyn Mills, Assistant Actuarial Statistician cemills@aegonusa.com  
 520 Park Avenue (410) 209-5644 [Phone]  
 Baltimore, MD 21201 (410) 209-5904[FAX]

### Filing Company Information

Life Investors Insurance Company of America	CoCode: 64130	State of Domicile: Iowa
4333 Edgewood Road, NE	Group Code: 468	Company Type: Life and Health
Cedar Rapids, IA 52499	Group Name:	State ID Number:
(800) 233-4624 ext. [Phone]	FEIN Number: 42-0191090	
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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? No  
 Fee Explanation:  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Life Investors Insurance Company of America	\$50.00	08/04/2008	21764721

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved	Stephanie Fowler	09/04/2008	09/04/2008

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## Disposition

Disposition Date: 09/04/2008

Implementation Date:

Status: Approved

Comment: We have approved the requested 4% rate increase for Policy Form Numbers MS4100IPL-D and MS4100IPL-G to be implemented on or after November 1, 2008. This approval is subject to the following:

Increases will not be given more frequently than once in a twelve-month period.

Company Name:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Premium:	Maximum % Change (where required):	Minimum % Change (where required):	Overall % Indicated Change:
Life Investors Insurance Company of America	4.000%	\$231	2	\$5,784	4.000%	4.000%	4.000%

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<b>Item Type</b>	<b>Item Name</b>	<b>Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Health - Actuarial Justification	Approved	No
<b>Supporting Document</b>	Uniform transmittal	Approved	Yes
<b>Rate</b>	Rates	Approved	Yes
<b>Rate</b>	Rates	Approved	Yes

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**Rate Information**

Rate data applies to filing.

**Filing Method:** serff  
**Rate Change Type:** Increase  
**Overall Percentage of Last Rate Revision:** 10.000%  
**Effective Date of Last Rate Revision:** 11/01/2007  
**Filing Method of Last Filing:** serff

**Company Rate Information**

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Premium:	Maximum % Change (where required):	Minimum % Change (where required):
Life Investors Insurance Company of America	4.000%	4.000%	\$231	2	\$5,784	4.000%	4.000%

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## Rate/Rule Schedule

Review Status:	Document Name:	Affected Form Numbers: (Separated with commas)	Rate Action:	Rate Action Information:	Attachments
Approved	Rates	MS4100IPL-D	Revised		exhibita_p.pdf
Approved	Rates	MS4100IPL-G	Revised		

**Exhibit A**  
**Life Investors Insurance Company of America**

**Mass Marketed Standard Individual Medicare Supplement  
Premium Rates  
State of Arkansas**

**Current Monthly Premium Rates**

<b>Composite Age</b>	<b>Plan D</b>	<b>Plan G</b>
65 & Up	241	273

**Proposed Rate Change**

	<b>Plan D</b>	<b>Plan G</b>
All Ages	4.0%	4.0%

**Proposed Monthly Premium Rates**

<b>Composite Age</b>	<b>Plan D</b>	<b>Plan G</b>
65 & Up	251	284

	<b>Annual</b>	<b>Semi-Annual</b>	<b>Quarterly</b>	<b>Monthly</b>	<b>Auto-Monthly</b>
<b>Modal Factors</b>	12.000	6.000	3.000	1.000	0.960

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## Supporting Document Schedules

**Satisfied -Name:** Health - Actuarial Justification **Review Status:** Approved 09/04/2008  
**Comments:**  
**Attachment:**  
ar\_actmemo\_wsupporting\_docs.pdf

**Satisfied -Name:** Uniform transmittal **Review Status:** Approved 09/04/2008  
**Comments:**  
**Attachment:**  
uniform\_transmittal.pdf

LifeInvestorsInsuranceCompanyofAmerica  
StandardIndividualMedicareSupplement  
2008AnnualRateFiling  
Arkansas

**PurposeandScopeofFiling**

Thepurposeandscopeofthisfilingistorequestaraterevisionanddemonstratecompliancewithlossratiostandards.

Forclosedblocksofbusiness,weareonlysubmittingplanswheretherearestillinforcepolicies.Asareult,theseplansarenot credible.Forratingpurposes,wehavepooledallexperienceforallplansinthisfilingsubmission.

Theaterevisionbelowwillapplyuniformlytoallinsuredswhosepolicywasissuedinyourstate.

**StateRateRevision**

<b>AllPlans</b>
4%

**GeneralDescription**

- PolicyFormNumber(s):  
MS4100IPL-D MS4100IPL-G
- Benefits:TheseoliciesoffercoverageofMedicareapprovedbenefitsundertheNAICMedicareSupplementInsuranceStandard ModelAct.
- RenewalProvision:GuaranteedRenewable
- MarketingMethod:MassMarketed
- UnderwritingMethod:Thisisaclosedblockofbusiness.
- Pre-ExCondition:Nonewbusinessisbeingissued.
- IssueAgeLimits:Thesepolicyformswereissuedtoapplicantsage65andoverwhowereeligibleforMedicare.
- PremiumBasis:Allpremiumsarebasedonacompositeagebasis.
- DomiciliaryStatus:TheratesforthispolicyforminourdomiciliariystateofIowaarepending.

LifeInvestorsInsuranceCompanyofAmerica  
StandardIndividualMedicareSupplement  
2008AnnualRateFiling  
Arkansas

**Other**

Thesepolicyformsrepresentaclosedblockofbusiness.

ModalFactors:

<b>Mode</b>	<b>Factor</b>
Annual	12.000
Semi-Annual	6.000
Quarterly	3.000
Monthly	1.000
Auto-Monthly	0.960

**RateMethodology/Assumptions**

Todeterminetheratesproposedforthisyear'sfiling,weassumedatrendrateof5.7%.Wethenexaminedourexprienceusingourmostcurrentdata,claimspaidandpremiumscollctedthroughMarch31,2008,asofMay31,2008.

Themostrecenttwoincurredmonthsareomitted,asthisdataisnotyetcredible.Actuallossratiosforthemostrecentcalendaryearwerecomparedtoexpectedlossratiosforthatperiodandactuallossratiosinceptiontodatewerecomparedtoexpectedlossratiosonthatbasis.

**OtherAssumptions**

Compensation:Amaximumof12%levelasapercentoforiginalpremium.

LapseRates:AllYears10.0%

Mortality/Morbidity:Claimdatawasdevelopedfromactualcompanyexperience.ThisdatawassupplementedbytrendinformationfromMillimanUSA.

Interest:Assumedrateof5.0%

Expense:Maintenance-9.5%

LifeInvestorsInsuranceCompanyofAmerica  
StandardIndividualMedicareSupplement  
2008AnnualRateFiling  
Arkansas

**RatesandRatingFactors**

Please refer to Exhibit A for both the current and proposed rates schedules. This rate revision would be effective the first day of the month following 60 days from the effective date of the approval. As required in your state rate increases will not be implemented any sooner than 12 months from the previous effective date.

**RateHistory**

The rate increases implemented in your states since inception, are as follows:

Approval Date	PlanD	PlanG
12/1/1993	8.30%	8.00%
11/1/1994	6.90%	7.20%
11/1/1995	0.00%	0.00%
2/1/1997	5.00%	5.10%
3/1/1998	14.48%	14.79%
7/22/1999	6.70%	6.70%
11/5/2000	10.00%	10.00%
1/4/2002	33.00%	33.00%
12/10/2002	15.00%	15.00%
10/31/2003	8.00%	8.00%
11/17/2004	7.00%	7.00%
8/3/2005	0.00%	0.00%
7/25/2006	5.00%	5.00%
8/7/2007	10.00%	10.00%

LifeInvestorsInsuranceCompanyofAmerica  
StandardIndividualMedicareSupplement  
2008AnnualRateFiling  
Arkansas

**EstimatedAverageAnnualPremiumRate/InForcePolicyCounts**

Theestimatednewbusinessaveragepremiumandthetotalnumberoflivescovered,forourstate,aswellasthenationwidenum-  
beroflivescovered,asofMay31,2008isasfollows:

<b>FormNumber</b>	<b>Plan Name</b>	<b>Average Annual Premium</b>	<b>State Numberof Lives</b>	<b>Nationwide Numberof Lives</b>
MS4100IPL-D	PlanD	3,008	2	67
MS4100IPL-G	PlanG	3,409	0	12
TotalLives			2	79

**HistoricalEarnedPremiumandIncurredClaims**

Historicalearnedpremiumandincurredclaims,alongwithexpectedearnedpremiumandincurredclaimsarepresentedinthe  
enclosedProjectionExhibit.DurationalexperienceispresentedintheenclosedActualtoExpectedAnalysis.Allhistorical  
experiencepresentedintheseexhibitswerecombinedwitholdindividualMedicareSupplementbusinessformerlywrittenbyBankers  
LifeAssuranceCompanyandLifeInvestorsInsuranceCompanyofAmerica.

LifeInvestorsInsuranceCompanyofAmerica  
StandardIndividualMedicareSupplement  
2008AnnualRateFiling  
Arkansas

**LossRatioProjection**

We expect the ratio of the present value of all future benefits to the present value of all future premiums to be 65.0% for each benefit this year and all future years.

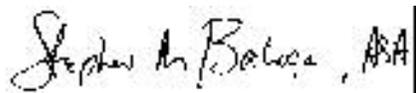
Since there are a total of 2 insureds in your state, claim experience is not credible. As a result, our experience adjustments are based on nationwide experience.

We have adjusted our Nation wide data on the Projection Exhibit to reflect the increases that have not yet been implemented. This is what is meant by the term Current Rate Level (CRL). A separate section on the projection has been added to show this adjustment.

**Actuarial Certification**

To the best of my knowledge and judgment, the following are true with respect to this Medicare Supplement rate filing:

- the assumptions present my best judgment as to the expected value for each assumption and are consistent with Life Investors' business plan at the time of the filing;
- the anticipated lifetime loss ratio, future loss ratios, and third year loss ratios all equal or exceed the applicable ratio;
- the filed rates maintain the proper relationship between policies which had different rating methodologies;
- the filing was prepared based on current standards of practice as promulgated by the Actuarial Standards Board;
- the filing is in compliance with the applicable laws and regulations in the state; and
- the rates are reasonable in relationship to the benefits.



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Stephen Baloga, A.S.A., M.A.A.A.  
Assistant Vice President and Actuary  
520 Park Avenue  
Baltimore, MD 21201-4500  
800-233-4624

Exhibit B  
Life Investors Insurance Company of America  
Historical Earned Premium and Incurred Claims  
Standard Individual Mass Marketed and Agent-Written Medicare Supplement

**Total All Plans - Nationwide Experience Exhibit**

Calendar Year	Earned Premium	Incurred Claims	Loss Ratio
1992	14,995	8,868	59.1%
1993	648,080	306,154	47.2%
1994	3,594,100	1,932,358	53.8%
1995	4,809,669	3,039,951	63.2%
1996	4,865,973	3,313,106	68.1%
1997	4,947,202	3,497,744	70.7%
1998	4,564,279	3,200,819	70.1%
1999	4,283,575	3,063,757	71.5%
2000	4,119,002	3,016,388	73.2%
2001	4,086,222	2,873,979	70.3%
2002	3,546,724	2,536,906	71.5%
2003	3,174,321	2,075,700	65.4%
2004	2,890,485	1,817,265	62.9%
2005	2,576,742	1,719,587	66.7%
2006	2,199,849	1,378,450	62.7%
2007	1,944,771	1,191,588	61.3%
Thru 3/2008	470,123	327,067	69.6%
Total	52,736,112	35,299,687	66.9%

**Nationwide Experience Projector**  
 Life Investors Insurance Company of America  
 Individual, Standardized Medicare Supplement  
 All Plans

<b>Assumptions:</b>	2009	2010	2011+
Requested Rate Increase:	4.00%	4.00%	2.00%
Aging Factor:	2.00%	2.00%	2.00%
Premium Trend Rate:	6.08%	6.08%	4.04%

Claims Trend Increase:	5.70%	4.00%	2.00%
Aging Factor:	2.00%	2.00%	2.00%
Claims Trend Factor:	7.81%	6.08%	4.04%

<b>Current Rate Level Factors</b>	2007	2008
CRL Premium Factor:	4.33%	1.41%

CRL Claims Trend Increase:	5.70%	0.00%
CRL Claims Adverse Selection:	0.00%	0.00%
(Total) CRL Claims Factor:	5.70%	0.00%

	2009	2010	2011+
Lapse Rate:	10.00%	10.00%	10.00%
Additional Lapse Due to Increase:	0.00%	0.00%	0.00%
Adverse Selection Due to Increase:	0.00%	0.00%	0.00%

Interest rate:	5.00%
----------------	-------

<b>Past Experience</b>			
Calendar Year	Earned Premium	Incurred Claims	Loss Ratio
1992	14,995	8,868	59.1%
1993	648,080	306,154	47.2%
1994	3,594,100	1,932,357	53.8%
1995	4,809,669	3,039,951	63.2%
1996	4,865,973	3,313,106	68.1%
1997	4,947,202	3,497,744	70.7%
1998	4,564,279	3,200,819	70.1%
1999	4,283,575	3,063,757	71.5%
2000	4,119,002	3,016,388	73.2%
2001	4,086,222	2,873,979	70.3%
2002	3,546,724	2,536,906	71.5%
2003	3,174,321	2,075,700	65.4%
2004	2,890,485	1,817,265	62.9%
2005	2,576,742	1,697,472	65.9%
2006	2,199,850	1,374,762	62.5%
2007	1,944,771	1,191,588	61.3%
2008	470,123	327,067	69.6%

2008 data through March.

<b>Projected</b>	<b>Without Rate Increase</b>		
Calendar Year	Earned Premium	Incurred Claims	Loss Ratio
2009	1,814,206	1,228,645	67.7%
2010	1,732,058	1,173,012	67.7%
2011	1,621,830	1,098,361	67.7%
2012	1,518,617	1,028,462	67.7%
2013	1,421,972	963,010	67.7%
2014	1,331,478	901,724	67.7%
2015	1,246,743	844,339	67.7%
2016	1,167,400	790,605	67.7%
2017	1,093,107	740,291	67.7%
2018	1,023,541	693,179	67.7%

<b>With Rate Increase</b>			
	Earned Premium	Incurred Claims	Loss Ratio
	1,886,774	1,228,645	65.1%
	1,801,341	1,173,012	65.1%
	1,686,703	1,098,361	65.1%
	1,579,362	1,028,462	65.1%
	1,478,851	963,010	65.1%
	1,384,737	901,724	65.1%
	1,296,612	844,339	65.1%
	1,214,096	790,605	65.1%
	1,136,831	740,291	65.1%
	1,064,483	693,179	65.1%

<b>Projection Totals</b>			
Nondiscounted	13,970,951	9,461,627	67.7%
Discounted	11,066,103	7,494,360	67.7%

14,529,789	9,461,627	65.1%
11,508,747	7,494,360	65.1%

<b>Lifetime Totals</b>			
Nondiscounted	68,043,024	45,694,792	67.2%
Discounted	93,320,883	62,383,841	66.8%

68,601,862	45,694,792	66.6%
93,763,527	62,383,841	66.5%

**Life Investors Insurance Company of America**  
**Rate Filing for Standardized Individual Medicare Supplement**  
**Actual to Expected Analysis**  
**All Plans**

<b>Calendar Year</b>	<b>Issue Year</b>	<b>Earned Premium</b>	<b>Incurred Claims</b>	<b>Actual Loss Ratio</b>	<b>Expected Loss Ratio</b>	<b>Actual to Expected</b>
1992	1992	14,995	8,868	59.1%	55.4%	106.7%
	<b>Total</b>	<b>14,995</b>	<b>8,868</b>	<b>59.1%</b>	<b>55.4%</b>	<b>106.7%</b>
1993	1992	45,745	36,760	80.4%	61.9%	129.9%
	1993	602,335	269,393	44.7%	53.9%	83.0%
	<b>Total</b>	<b>648,080</b>	<b>306,154</b>	<b>47.2%</b>	<b>54.4%</b>	<b>86.8%</b>
1994	1992	37,096	40,902	110.3%	66.6%	165.5%
	1993	1,391,692	781,625	56.2%	58.7%	95.6%
	1994	2,165,312	1,109,830	51.3%	54.0%	94.9%
	<b>Total</b>	<b>3,594,100</b>	<b>1,932,357</b>	<b>53.8%</b>	<b>56.0%</b>	<b>96.0%</b>
1995	1992	42,783	24,977	58.4%	70.0%	83.4%
	1993	1,102,021	783,560	71.1%	65.5%	108.5%
	1994	3,101,060	1,854,049	59.8%	58.9%	101.5%
	1995	563,805	377,365	66.9%	53.4%	125.4%
	<b>Total</b>	<b>4,809,669</b>	<b>3,039,951</b>	<b>63.2%</b>	<b>59.9%</b>	<b>105.6%</b>
1996	1992	34,029	25,488	74.9%	71.4%	104.9%
	1993	864,103	703,537	81.4%	70.7%	115.2%
	1994	2,622,652	1,565,446	59.7%	65.5%	91.1%
	1995	876,250	731,032	83.4%	58.6%	142.3%
	1996	468,938	287,603	61.3%	53.5%	114.7%
	<b>Total</b>	<b>4,865,973</b>	<b>3,313,106</b>	<b>68.1%</b>	<b>64.1%</b>	<b>106.3%</b>
1997	1992	25,736	17,493	68.0%	72.8%	93.4%
	1993	722,718	588,749	81.5%	72.7%	112.0%
	1994	2,155,417	1,490,007	69.1%	70.0%	98.8%
	1995	730,039	473,493	64.9%	65.5%	99.0%
	1996	712,265	582,834	81.8%	58.7%	139.3%
	1997	601,027	345,168	57.4%	53.8%	106.7%
	<b>Total</b>	<b>4,947,202</b>	<b>3,497,744</b>	<b>70.7%</b>	<b>66.2%</b>	<b>106.9%</b>
1998	1992	24,165	37,657	155.8%	75.1%	207.6%
	1993	646,003	453,934	70.3%	73.4%	95.7%
	1994	1,795,865	1,192,472	66.4%	71.7%	92.6%
	1995	639,129	435,352	68.1%	70.8%	96.3%
	1996	608,842	435,041	71.5%	65.6%	108.9%
	1997	761,249	569,291	74.8%	58.4%	128.0%
	1998	89,026	77,072	86.6%	54.3%	159.4%
	<b>Total</b>	<b>4,564,279</b>	<b>3,200,819</b>	<b>70.1%</b>	<b>68.5%</b>	<b>102.4%</b>
1999	1992	27,389	19,611	71.6%	77.7%	92.2%
	1993	548,243	419,651	76.5%	74.0%	103.5%
	1994	1,635,158	1,104,419	67.5%	72.9%	92.6%
	1995	562,231	353,775	62.9%	72.8%	86.4%
	1996	556,232	454,408	81.7%	70.6%	115.7%
	1997	745,875	546,829	73.3%	65.3%	112.2%
	1998	150,584	128,152	85.1%	58.6%	145.3%
	1999	57,862	36,911	63.8%	54.5%	117.0%
	<b>Total</b>	<b>4,283,575</b>	<b>3,063,757</b>	<b>71.5%</b>	<b>70.7%</b>	<b>101.2%</b>
2000	1992	25,231	20,504	81.3%	78.5%	103.6%
	1993	486,940	435,024	89.3%	75.0%	119.2%
	1994	1,495,523	992,474	66.4%	74.1%	89.5%
	1995	538,976	334,815	62.1%	73.5%	84.6%
	1996	528,885	418,538	79.1%	72.5%	109.1%
	1997	703,936	558,283	79.3%	69.9%	113.5%
	1998	147,863	107,280	72.6%	65.3%	111.2%
	1999	105,063	70,705	67.3%	58.7%	114.7%
	2000	86,584	78,765	91.0%	54.7%	166.5%
	<b>Total</b>	<b>4,119,002</b>	<b>3,016,388</b>	<b>73.2%</b>	<b>72.1%</b>	<b>101.5%</b>

**Life Investors Insurance Company of America**  
**Rate Filing for Standardized Individual Medicare Supplement**  
**Actual to Expected Analysis**  
**All Plans**

2001	1992	18,067	23,925	132.4%	78.0%	169.7%
	1993	482,119	339,167	70.3%	75.2%	93.6%
	1994	1,356,523	864,477	63.7%	76.0%	83.9%
	1995	513,883	348,146	67.7%	73.9%	91.7%
	1996	477,377	296,796	62.2%	73.3%	84.8%
	1997	714,334	542,159	75.9%	71.3%	106.5%
	1998	134,434	73,524	54.7%	69.2%	79.1%
	1999	94,573	53,402	56.5%	65.4%	86.4%
	2000	179,812	193,978	107.9%	58.7%	183.8%
	2001	115,100	138,403	120.2%	54.1%	222.1%
	<b>Total</b>	<b>4,086,222</b>	<b>2,873,979</b>	<b>70.3%</b>	<b>72.7%</b>	<b>96.8%</b>
2002	1992	18,042	21,577	119.6%	78.0%	153.3%
	1993	433,963	292,700	67.4%	75.1%	89.8%
	1994	1,005,438	593,706	59.0%	76.2%	77.5%
	1995	447,818	286,041	63.9%	74.4%	85.8%
	1996	421,471	280,074	66.5%	73.9%	89.9%
	1997	682,916	662,019	96.9%	72.7%	133.3%
	1998	115,778	56,338	48.7%	70.3%	69.2%
	1999	85,325	45,526	53.4%	69.3%	77.0%
	2000	165,226	130,672	79.1%	65.2%	121.3%
	2001	170,747	168,252	98.5%	58.1%	169.6%
	2002	0	0	0.0%	0.0%	0.0%
	<b>Total</b>	<b>3,546,724</b>	<b>2,536,906</b>	<b>71.5%</b>	<b>73.2%</b>	<b>97.8%</b>
2003	1992	5,468	11,364	207.8%	78.0%	266.4%
	1993	382,852	232,886	60.8%	75.0%	81.1%
	1994	896,656	526,587	58.7%	75.9%	77.4%
	1995	395,321	233,392	59.0%	74.0%	79.8%
	1996	402,710	248,269	61.6%	74.7%	82.6%
	1997	645,146	465,456	72.1%	74.0%	97.5%
	1998	87,723	41,316	47.1%	72.5%	65.0%
	1999	68,798	33,573	48.8%	70.5%	69.2%
	2000	125,938	101,087	80.3%	69.1%	116.1%
	2001	163,707	181,772	111.0%	65.0%	170.7%
	2002	0	0	0.0%	0.0%	0.0%
	<b>Total</b>	<b>3,174,321</b>	<b>2,075,700</b>	<b>65.4%</b>	<b>74.0%</b>	<b>88.4%</b>
2004	1992	4,092	20,036	0.0%	78.0%	0.0%
	1993	343,250	254,662	74.2%	75.0%	99.0%
	1994	821,685	489,270	59.5%	75.5%	78.8%
	1995	374,995	198,921	53.0%	73.5%	72.2%
	1996	369,000	230,593	62.5%	74.4%	84.0%
	1997	635,698	370,573	58.3%	75.8%	76.9%
	1998	69,111	24,235	35.1%	74.8%	46.9%
	1999	55,531	42,200	76.0%	72.8%	104.4%
	2000	85,507	52,373	61.2%	70.1%	87.4%
	2001	131,618	134,404	102.1%	69.0%	148.0%
	2002	0	0	0.0%	0.0%	0.0%
	<b>Total</b>	<b>2,890,485</b>	<b>1,817,265</b>	<b>62.9%</b>	<b>74.6%</b>	<b>84.3%</b>
2005	1992	4,625	13,518	0.0%	78.0%	0.0%
	1993	338,786	239,871	70.8%	74.8%	94.6%
	1994	693,402	425,414	61.4%	75.6%	81.2%
	1995	337,608	191,532	56.7%	73.5%	77.1%
	1996	328,719	236,923	72.1%	73.8%	97.7%
	1997	573,241	385,164	67.2%	76.0%	88.4%
	1998	60,200	16,621	27.6%	77.9%	35.5%
	1999	52,998	28,408	53.6%	74.9%	71.6%
	2000	63,183	43,979	69.6%	72.1%	96.5%
	2001	123,980	115,399	93.1%	70.0%	132.9%
	2002	0	645	0.0%	0.0%	0.0%
	<b>Total</b>	<b>2,576,742</b>	<b>1,697,472</b>	<b>65.9%</b>	<b>74.8%</b>	<b>88.1%</b>

**Life Investors Insurance Company of America**  
**Rate Filing for Standardized Individual Medicare Supplement**  
**Actual to Expected Analysis**  
**All Plans**

2006	1992	4,654	9,483	0.0%	78.0%	0.0%
	1993	295,047	192,221	65.1%	74.8%	87.1%
	1994	586,427	342,263	58.4%	75.6%	77.2%
	1995	287,410	178,683	62.2%	73.5%	84.6%
	1996	276,735	217,865	78.7%	73.7%	106.9%
	1997	491,773	280,270	57.0%	75.7%	75.3%
	1998	42,461	15,101	35.6%	78.3%	45.4%
	1999	46,172	19,270	41.7%	77.7%	53.7%
	2000	52,051	36,283	69.7%	74.2%	94.0%
	2001	117,121	83,324	71.1%	72.0%	98.8%
	2002	0	0	0.0%	0.0%	0.0%
	<b>Total</b>	<b>2,199,850</b>	<b>1,374,762</b>	<b>62.5%</b>	<b>74.9%</b>	<b>83.4%</b>
	2007	1992	0	0	0.0%	0.0%
1993		271,972	163,489	60.1%	74.8%	80.4%
1994		499,621	244,103	48.9%	75.7%	64.6%
1995		257,952	125,200	48.5%	73.4%	66.1%
1996		254,170	177,600	69.9%	73.8%	94.7%
1997		433,809	287,097	66.2%	75.8%	87.3%
1998		32,951	32,720	99.3%	78.3%	126.8%
1999		45,169	14,258	31.6%	78.6%	40.2%
2000		51,739	32,933	63.7%	77.1%	82.5%
2001		97,388	114,187	117.3%	74.0%	158.4%
2002		0	0	0.0%	0.0%	0.0%
<b>Total</b>		<b>1,944,771</b>	<b>1,191,588</b>	<b>61.3%</b>	<b>75.1%</b>	<b>81.6%</b>
3-2008		1992	0	0	0.0%	0.0%
	1993	66,243	47,078	71.1%	74.8%	95.0%
	1994	121,771	64,758	53.2%	75.6%	70.4%
	1995	58,373	52,521	90.0%	73.2%	122.9%
	1996	61,782	44,843	72.6%	73.8%	98.4%
	1997	106,520	68,712	64.5%	76.0%	84.9%
	1998	9,317	8,562	91.9%	78.3%	117.3%
	1999	10,644	6,171	58.0%	78.2%	74.1%
	2000	12,582	13,154	104.5%	78.1%	133.8%
	2001	22,891	21,270	92.9%	77.0%	120.7%
	2002	0	0	0.0%	0.0%	0.0%
	<b>Total</b>	<b>470,123</b>	<b>327,067</b>	<b>69.6%</b>	<b>75.3%</b>	<b>92.4%</b>
	<b>TOTAL</b>		<b>52,736,111</b>	<b>35,273,883</b>	<b>66.9%</b>	<b>68.7%</b>

**Life, Accident & Health, Annuity, Credit Transmittal Document**

<b>1. Prepared for the State of</b>	Arkansas
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<b>2.</b>	<b>Department Use Only</b>
	<b>State Tracking ID</b>

3.	Insurer Name & Address	Domicile	Insurer License Type	NAIC Group#	NAIC#	FEIN #	State#
	Life Investors Insurance Company of America 520 Park Avenue Baltimore, MD 21201-4500	Iowa	<b>Accident &amp; Health</b>	468	64130	42-019109 0	

4.	Contact Name & Address	Telephone#	Fax#	E-mail Address
	Teri Schaffer Actuarial Administrative Supervisor 520 Park Avenue Baltimore, MD 21201-4500	800-233-4624 ext. 5236	410-209-5904	msapprovals@aegonusa.com

<b>5. Requested Filing Mode</b>	Review & Approval      File & Use      Informational Combination (please explain): Other (please explain):
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<b>6. Company Tracking Number</b>	1267
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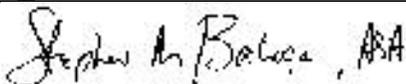
<b>7. New Submission</b>	<b>Resubmission</b>	Previous file#
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<b>8. Market</b>	<input checked="" type="checkbox"/> Individual      Franchise Group Small <input type="checkbox"/> Large      Small and Large Employer Association      Blanket Discretionary      Trust Other:
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<b>9. Type of Insurance</b>	<b>MS05 Individual Medicare Supplement - Standard Plans</b>
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<b>10. Product Coding Matrix Filing Code</b>	<b>MS05I.001 (All Plans)</b>
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<b>11. Submitted Documents</b>	<p><b><u>FORMS</u></b>                  Policy      Outline of Coverage      Certificate                  Application/Enrollment      Rider/Endorsement      Advertising                  Schedule of Benefits      Other</p> <p><b><u>Rates</u></b>                  New Rate      Revised Rate</p> <p><b>FILING OTHER THAN FORM OR RATE:</b>                  Please explain: _____</p> <p><b><u>SUPPORTING DOCUMENTATION</u></b>                  Articles of Incorporation      Third Party Authorization                  Association Bylaws      Trust Agreements                  Statement of Variability      Certifications                  Actuarial Memorandum                  Other _____</p>
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12.	<b>Filing Submission Date</b>	July 24, 2008		
13.	<b>Filing Fee (If required)</b>	Amount	\$50.00	Check Date
		Retaliatory	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Check Number
14.	<b>Date of Domiciliary Approval</b>	The rates for this policy form in our domiciliary state of Iowa are pending		
15.	<b>Filing Description:</b>	<p><b>2008 Annual Rate Filing for Standard Mass Marketed Medicare Supplement Policies:</b>  <b>Life Investors Insurance Company of America</b></p> <p><b><u>POLICY FORM # (s):</u></b></p> <p>MS4100IPL-D                  MS4100IPL-G</p>		
16.	<b>Certification (If required)</b>	<p><b>I HEREBY CERTIFY</b> that I have reviewed the applicable filing requirements for this filing, and the filing complies with all applicable statutory and regulatory provisions for the state of <u>Arkansas</u>.</p>		
	Print Name:	Stephen Baloga, A.S.A., M.A.A.A.	Title:	Assistant Vice President and Actuary
	Signature:		Date:	July 24, 2008

18.		Rate Filing Attachment		
This filing transmittal is part of company tracking number		1267		
This filing corresponds to form filing company tracking number				
Overall percentage rate impact for this filing		4.0%		
	Document Name	Affected Form Numbers		Previous State Filing Number
	Description			
01	<b>Actuarial Memorandum</b> Memorandum, rates, state & nationwide experience, loss ratio projections	MS4100IPL-D MS4100IPL-G	<input type="checkbox"/> New <input checked="" type="checkbox"/> Revised Request + <b>4.0%</b> <input type="checkbox"/> Other	
02	<b>Life, Accident &amp; Health Transmittal Document</b> Pages 1 thru 3	MS4100IPL-D MS4100IPL-G	<input type="checkbox"/> New <input checked="" type="checkbox"/> Revised Request + <b>4.0%</b> <input type="checkbox"/> Other	
03	<b>Filing Fee (EFT)</b>	MS4100IPL-D MS4100IPL-G	<input type="checkbox"/> New <input checked="" type="checkbox"/> Revised Request + <b>4.0%</b> <input type="checkbox"/> Other	
04			<input type="checkbox"/> New <input checked="" type="checkbox"/> Revised Request + ___% <input type="checkbox"/> Other	
05			<input type="checkbox"/> New <input type="checkbox"/> Revised Request + ___% <input type="checkbox"/> Other	
06			<input type="checkbox"/> New <input type="checkbox"/> Revised Request + ___% <input type="checkbox"/> Other	
07			<input type="checkbox"/> New <input type="checkbox"/> Revised Request + ___% - ___% <input type="checkbox"/> Other	
08			<input type="checkbox"/> New <input type="checkbox"/> Revised Request + ___% - ___% <input type="checkbox"/> Other	
09			<input type="checkbox"/> New <input type="checkbox"/> Revised Request + ___% - ___% <input type="checkbox"/> Other	