

SERFF Tracking Number: BFLI-126281321 State: Arkansas
Filing Company: Bankers Fidelity Life Insurance Company State Tracking Number: 43517
Company Tracking Number: AR B 0819 MSL MS47
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Medicare Supplement Lead Generation Advertising
Project Name/Number: /

Filing at a Glance

Company: Bankers Fidelity Life Insurance Company

Product Name: Medicare Supplement Lead Generation Advertising SERFF Tr Num: BFLI-126281321 State: Arkansas

TOI: MS06 Medicare Supplement - Other

SERFF Status: Closed-Filed State Tr Num: 43517

Sub-TOI: MS06.000 Medicare Supplement - Other

Co Tr Num: AR B 0819 MSL MS47 State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Jill Jones, Tina
Cunningham

Disposition Date: 10/22/2009

Date Submitted: 09/16/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile: Pending

Project Number:

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

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: 10/22/2009

Explanation for Other Group Market Type:

State Status Changed: 10/22/2009

Deemer Date:

Created By: Jill Jones

Submitted By: Tina Cunningham

Corresponding Filing Tracking Number:

Filing Description:

This advertising piece is designed to generate interest in our already approved Medicare Supplement products.

Company and Contact

Filing Contact Information

Tina Cunningham, Compliance Analyst L1

tcunningham@atlam.com

4370 Peachtree Road NE

404-266-5723 [Phone]

Atlanta, GA 30319

404-926-4092 [FAX]

SERFF Tracking Number: BFLI-126281321 State: Arkansas
Filing Company: Bankers Fidelity Life Insurance Company State Tracking Number: 43517
Company Tracking Number: AR B 0819 MSL MS47
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Medicare Supplement Lead Generation Advertising
Project Name/Number: /

Filing Company Information

Bankers Fidelity Life Insurance Company CoCode: 61239 State of Domicile: Georgia
4370 Peachtree Rd NE Group Code: 587 Company Type: Life & Health
Atlanta, GA 30319 Group Name: 61239 State ID Number:
(404) 266-5600 ext. [Phone] FEIN Number: 58-0658963

Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? Yes
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Bankers Fidelity Life Insurance Company	\$25.00	09/16/2009	30589365

SERFF Tracking Number: BFLI-126281321 State: Arkansas
Filing Company: Bankers Fidelity Life Insurance Company State Tracking Number: 43517
Company Tracking Number: AR B 0819 MSL MS47
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Medicare Supplement Lead Generation Advertising
Project Name/Number: /

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	10/22/2009	10/22/2009

SERFF Tracking Number: BFLI-126281321 State: Arkansas
Filing Company: Bankers Fidelity Life Insurance Company State Tracking Number: 43517
Company Tracking Number: AR B 0819 MSL MS47
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Medicare Supplement Lead Generation Advertising
Project Name/Number: /

Disposition

Disposition Date: 10/22/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: BFLI-126281321 State: Arkansas
Filing Company: Bankers Fidelity Life Insurance Company State Tracking Number: 43517
Company Tracking Number: AR B 0819 MSL MS47
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Medicare Supplement Lead Generation Advertising
Project Name/Number: /

Schedule Form	Schedule Item	Schedule Item Status	Public Access
	Lead Generation Advertising	Filed	Yes

SERFF Tracking Number: BFLI-126281321 State: Arkansas
 Filing Company: Bankers Fidelity Life Insurance Company State Tracking Number: 43517
 Company Tracking Number: AR B 0819 MSL MS47
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
 Product Name: Medicare Supplement Lead Generation Advertising
 Project Name/Number: /

Form Schedule

Lead Form Number: B 0189 MSL MS47

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 10/22/2009	B 0189 MSL MS47	Advertising	Lead Generation Advertising	Initial		0.000	MS-47.pdf

Important!

New Medicare Changes That Affect You!

Please verify address and include your phone number.

«OPT_ENDOR»
«FULL_NAME»
«DELIVERY_A»
«CITY_ST_ZI»



Complete and return the information below:

Name

Date of Birth

Spouse's Name

Spouse's Date of Birth

Phone



«AGENT» «AGENT_NUMB» «SCANCODE»

B 0189 MSL MS47 R

«SEQUE»

Important!

New Medicare Changes That Affect You!

Congress continues to reduce your Medicare benefits through HIGHER DEDUCTIBLES, HIGHER CO-INSURANCE, and INCREASED PART B PREMIUMS. This means that Medicare pays less of your health costs and YOU are responsible for the unpaid balance.

In addition, Medicare uses a DRG PROSPECTIVE PAYMENT SYSTEM which sets PER AILMENT CEILINGS on Medicare's payment to a hospital*. Because of these CEILINGS, many hospitals are discharging patients to lower-cost nursing homes or extended care facilities.

For FREE information on your current Deductibles and Co-Insurance payments, as well as other "out-of-pocket" costs, return the above card in the postage-paid privacy envelope today!

*CMS.gov website

Not affiliated or endorsed by the U. S. Government or the Federal Medicare Program. Medicare Supplement Policy Form B 9200, underwritten by Bankers Fidelity Life Insurance Company Atlanta, GA. Limitations and exclusions apply; actual policy provisions control. An independent agent may contact you with your requested information.

B 0189 MSL MS47