

SERFF Tracking Number: BFLI-126281325 State: Arkansas
Filing Company: Bankers Fidelity Life Insurance Company State Tracking Number: 43516
Company Tracking Number: AR B 0189 MSL MS50
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-126281325 State: Arkansas

TOI: MS06 Medicare Supplement - Other

SERFF Status: Closed-Filed-Closed State Tr Num: 43516

Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: AR B 0189 MSL MS50 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-Closed

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
4370 Peachtree Road NE

tcunningham@atlam.com
404-266-5723 [Phone]

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 Atlanta, GA 30319 404-926-4092 [FAX]

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	30588900

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Correspondence Summary

Dispositions

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

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Disposition

Disposition Date: 10/22/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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

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Form Schedule

Lead Form Number: B 0189 MSL MS50

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 10/22/2009	B 0189 MSL MS50	Advertising	Lead Generation Advertising	Initial		0.000	MS-50.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»

«SEQUE»

B 0189 MSL MS50 R

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

Coverage availability for Medicaid participants is limited. Participants should contact their Medicaid office for availability.

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 MS50