

SERFF Tracking Number: UNSA-126304259 State: Arkansas
Filing Company: USAA Life Insurance Company State Tracking Number: 43634
Company Tracking Number: AR0911993
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Medicare Supplement 2010 Sales Packet Letter
Project Name/Number: Medicare Supplement 2010 Sales Packet Letter/

Filing at a Glance

Company: USAA Life Insurance Company

Product Name: Medicare Supplement 2010 Sales Packet Letter SERFF Tr Num: UNSA-126304259 State: Arkansas

TOI: MS06 Medicare Supplement - Other

Sub-TOI: MS06.000 Medicare Supplement - Other SERFF Status: Closed-Filed State Tr Num: 43634

Other Co Tr Num: AR0911993 State Status: Filed-Closed

Filing Type: Advertisement

Author: Susan Markey

Reviewer(s): Stephanie Fowler

Date Submitted: 09/29/2009

Disposition Date: 11/03/2009

Implementation Date Requested: 04/01/2010

Disposition Status: Filed

State Filing Description:

Implementation Date:

General Information

Project Name: Medicare Supplement 2010 Sales Packet Letter

Status of Filing in Domicile: Pending

Project Number:

Date Approved in Domicile:

Requested Filing Mode: File & Use

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: 11/03/2009

Explanation for Other Group Market Type:

State Status Changed: 11/03/2009

Deemer Date:

Created By: Susan Markey

Submitted By: Susan Markey

Corresponding Filing Tracking Number:

Filing Description:

92396 11-09: Sales Packet Letter, Replaces 51172 – 0705, and 51173-0705

We enclose for your information a new letter, as shown above. This is a cover letter that would accompany a package of Medicare Supplement forms, not an advertising piece that would be sent alone. All state requirements for advertising content and Medicare Supplement disclosures are satisfied in each package of forms. The various forms will be filed with your department as required, in separate filing (e.g. Outline of Coverage, applications, replacement notices).

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We will send the above letter and the accompanying forms in response to a telephone call from someone who wants information about our Medicare Supplement insurance. The caller would speak to our salaried sales and licensed representative, who would send the package.

For any questions or concerns, please contact me; toll free at, 1-800-531-8000 extension 87015. You may dial direct at 210-498-7015. Fax is available at 210-498-5081 and my email account is susan.markey@usaa.com.

Company and Contact

Filing Contact Information

Susan Markey, Compliance Analyst
 9800 Fredericksburg Road
 A-3-W, #00582
 San Antonio, TX 78288

Susan.Markey@usaa.com
 800-531-8000 [Phone] 87015 [Ext]
 210-498-5081 [FAX]

Filing Company Information

USAA Life Insurance Company
 9800 Fredericksburg Road
 San Antonio, TX 78288
 (800) 531-8000 ext. [Phone]

CoCode: 69663 State of Domicile: Texas
 Group Code: 200 Company Type: Life
 Group Name: State ID Number:
 FEIN Number: 74-1472662

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
USAA Life Insurance Company	\$50.00	09/29/2009	30928797

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	11/03/2009	11/03/2009

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Disposition

Disposition Date: 11/03/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Statement of Variability	Accepted for Informational Purposes	Yes
Form	Sales Packet Letter	Filed	Yes

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Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 11/03/2009	92326-1109	Advertising	Sales Packet Letter	Other	Other Explanation: replacement	96.000	92326-1109 std.pdf



9800 Fredericksburg Road
San Antonio, Texas 78288

[October 01, 2009]

[John Doe]
[123 Main Street]
[Anytown, US 12356]

Action Needed: Review Medicare Supplement Insurance Information

Dear [Mr. Doe],

Thank you for choosing USAA Life Insurance Company to help you protect your financial well-being with Medicare Supplement Insurance. I enjoyed speaking with you about our insurance plans and benefits. As we discussed, I've enclosed our Medicare Supplement Insurance application packet and your policy premium quote for your review and action.

We're here to help

If you have questions after you've reviewed the enclosed information, please call 1-800-531-USAA (8722). Any one of our member service representatives will be happy to assist you.

What happens next?

When you are ready to purchase your policy, please complete the enclosed Application for Medicare Supplement Insurance and return it in the enclosed envelope.

We're always here to serve you with enduring financial strength and stability that help to provide peace of mind. We look forward to hearing from you.

Sincerely,

[Name]
[Department]

USAA Life Insurance Company

Medicare Supplement Insurance by USAA Life Insurance Company, San Antonio, TX. Medicare Supplement Insurance and USAA Life Insurance Company are not associated with the federal Medicare Program. Not available in MA, MN, NJ, NY and WI.

Please see the enclosed Outline of Coverage for important information.

Policies advertised are: [MSMXXXXXXXX 06-10 and MSMXXXXXXXX 06-10].

92326-1109

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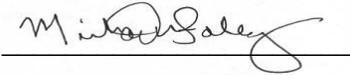
Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Statement of Variability	Accepted for Informational Purposes	Date: 11/03/2009
Comments:		
Attachment:		
Statement of Variability.pdf		

STATEMENT OF VARIABILITY

92326 11-09

The range for the variable for 92326 11-09 is the list of contract numbers that are to be filed and approved by the department for the Medicare Supplement Plans for 2010.

A handwritten signature in black ink, appearing to read "Michael Saley", is written over a horizontal line.

AVP Insurance Compliance
09/23/2009