

SERFF Tracking Number: AMLC-126365996 State: Arkansas  
Filing Company: United American Insurance Company State Tracking Number: 43951  
Company Tracking Number: AD-235 ET AL  
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010  
Product Name: Medicare Supplement Print Ads  
Project Name/Number: Medicare Supplement Print Ads/AD-235 et al

## Filing at a Glance

Company: United American Insurance Company

Product Name: Medicare Supplement Print Ads SERFF Tr Num: AMLC-126365996 State: Arkansas

TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed State Tr Num: 43951

Sub-TOI: MS09.000 Medicare Supplement Co Tr Num: AD-235 ET AL State Status: Filed-Closed  
Other 2010

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Author: Mary Johnson

Disposition Date: 12/01/2009

Date Submitted: 10/30/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Medicare Supplement Print Ads

Status of Filing in Domicile: Pending

Project Number: AD-235 et al

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: 12/01/2009

Explanation for Other Group Market Type:

State Status Changed: 12/01/2009

Deemer Date:

Created By: Mary Johnson

Submitted By: Mary Johnson

Corresponding Filing Tracking Number:

Filing Description:

Attached for your review and approval please find copies of the above noted advertisements; Form(s) AD-235, AD-238 & AD-239-Medicare Supplement Print Ads, which is being filed as institutional filing. This is a new submission which has never been filed and does not replace any previous filing submissions. These forms will be used by our agents as a tool to provide information to potential insured about the Medicare policies form numbers, MSA06-MSD06, MSHF06, MSF06, MSG06, MSK06 and MSL06, which have been previously approved in your state (plans and approvals vary by state).

## Company and Contact

### Filing Contact Information



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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	12/01/2009	12/01/2009

*SERFF Tracking Number:*      *AMLC-126365996*                      *State:*                      *Arkansas*  
*Filing Company:*              *United American Insurance Company*              *State Tracking Number:*      *43951*  
*Company Tracking Number:*      *AD-235 ET AL*  
*TOI:*                      *MS09 Medicare Supplement - Other 2010*              *Sub-TOI:*                      *MS09.000 Medicare Supplement Other 2010*  
*Product Name:*              *Medicare Supplement Print Ads*  
*Project Name/Number:*              *Medicare Supplement Print Ads/AD-235 et al*

## **Disposition**

Disposition Date: 12/01/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form</b>	Medicare Supplement Print Ad	Filed	Yes
<b>Form</b>	Medicare Supplement Print Ad	Filed	Yes
<b>Form</b>	Medicare Supplement Print Ad	Filed	Yes

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## Form Schedule

### Lead Form Number: AD-235

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 12/01/2009	AD-235	Advertising	Medicare Supplement Print Ad	Initial			AD-235 Med Supp Stability.pdf
Filed 12/01/2009	AD-238	Advertising	Medicare Supplement Print Ad	Initial			AD-238 Med Supp Stability.pdf
Filed 12/01/2009	AD-239	Advertising	Medicare Supplement Print Ad	Initial			AD-239 Disenrolled.pdf

# Med-Supp Print Ad

2 Column



## Stability: Now More Than Ever

Disenrolled by Medicare Advantage? Find a stable home with United American Insurance Company.

**Providing individual Medicare Supplements since Medicare began in 1966.**  
A+ (Superior) Financial Strength Rating\*.

**To learn more:**

Agent Info  
Agent Info  
Agent Info



**UA UNITED AMERICAN INSURANCE COMPANY**

\*From A.M. Best Company as of 6/09. United American Insurance Company is not connected with or endorsed by the U.S. Government or the federal Medicare program. These insurance policies have limitations and exclusions. This is a solicitation for insurance, and you may be contacted by an Agent representing United American Insurance Company. Plan availability and policy form numbers may vary by state.

AD-235 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561C

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AD-238 Policy Forms MSA06, MSB06, MSC06, MSD06, MSF06, MSHDF06, MSG06, MSK06, MSL06 UAI0561

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You've seen that price doesn't always equate to value.

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- Guaranteed Renewable Policies
- Choose Your Doctors & Hospitals
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