

SERFF Tracking Number: AMRP-126368557 State: Arkansas
Filing Company: American Republic Corp Insurance Company State Tracking Number: 43970
Company Tracking Number: 09AR0511
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: LifePro and DCAPS T65 letters
Project Name/Number: LifePro and DCAPS T65 letters/09AR0511

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: LifePro and DCAPS T65 letters SERFF Tr Num: AMRP-126368557 State: Arkansas

TOI: MS06 Medicare Supplement - Other SERFF Status: Closed-Filed State Tr Num: 43970

Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: 09AR0511 State Status: Filed-Closed
Other

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Susan Falk, Michele
Kulish, Andrea Davey, Leroy Edge,
Kerin Overturf, Brandy Horton

Disposition Date: 12/01/2009

Date Submitted: 11/03/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: LifePro and DCAPS T65 letters

Status of Filing in Domicile: Authorized

Project Number: 09AR0511

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: 12/01/2009

Explanation for Other Group Market Type:

State Status Changed: 12/01/2009

Deemer Date:

Created By: Kerin Overturf

Submitted By: Kerin Overturf

Corresponding Filing Tracking Number:

Filing Description:

RE: DCAPS & Lifepro Turning 65 Letters

Z-2521

Z-2529

We are enclosing the above referenced letters for your review and approval. The letters are lead generating devices and will be used in the solicitation of our Individual Medicare Supplement plans. American Republic Corp Insurance Company is a wholly owned subsidiary of American Republic Insurance Company.

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We hope you will find these letters satisfactory. If you have any questions or if I can be of assistance during the review process, please feel free to contact me at 1-800-247-2190, ext. 2064.

Thank you.

Company and Contact

Filing Contact Information

Kerin Overturf, kerin.overturf@americanenterprise.com
 601 6th Ave 515-245-2064 [Phone]
 Des Moines, IA 50334 515-247-2469 [FAX]

Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska
 P O Box 2780 Group Code: 3527 Company Type: Life and Health
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? Yes
 Fee Explanation: 2 ads @ \$25.00 = \$50.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	11/03/2009	31747879

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Correspondence Summary

Dispositions

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

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Disposition

Disposition Date: 12/01/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	T65 Letter	Filed	Yes
Form	T65 Letter	Filed	Yes

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Form Schedule

Lead Form Number: Z-2521

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 12/01/2009	Z-2521	Advertising	T65 Letter	Initial			Z-2521 bracketed.pdf
Filed 12/01/2009	Z-2529	Advertising	T65 Letter	Initial			Z-2529 bracketed.pdf



American Republic Insurance Company

601 6th Avenue, Des Moines, Iowa 50309

[John Q Policyowner ** **

[October 20, 2009]

Apt 123
Americare House
Governor's Square
1234 Anywhere St
Metropolis IA 50300]

Billing Number: [XXX 12345678]

Dear [John Q Policyowner:]

Your 65th birthday is coming up and now that you can sign up for Medicare, you may be wondering about how to protect yourself from health care costs once you're 65.

You already know you can rely on American Republic for top-notch customer service and can trust us to pay claims quickly and accurately. Now you can continue to have high-quality protection thanks to a seamless transition from the Major Medical insurance you have with us to Medicare Supplement protection from American Republic Corp Insurance Company. American Republic Corp is a wholly owned subsidiary of American Republic Insurance Company.

Are you asking yourself, "Which Medicare Supplement coverage is right for me?" We can help! We know the ins and outs of Medicare and Medicare Supplement insurance and what coverage is best for any situation you might be in. Plus, we always look for ways to keep your costs down.

If you'd like more information, give [Agent Name], your Medicare specialist, a call at [Agent Phone Number].

Customer Service Center

Not connected with or endorsed by the United States government or the federal Medicare program. Plan availability and benefits may vary by state. This is a solicitation of insurance and an agent may contact you. Medicare Supplement rates are based on attained age (except in AZ, AR, GA, and MO). Rates are subject to change by class, if you have a change of residence, or as Medicare benefits change. In CO, KS, MS, MO, NC, OR and SD, coverage is available to qualified Medicare beneficiaries under age 65. In ND, please ask your agent for details on Plan A, F, J, K and L.

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American Republic Insurance Company

601 6th Avenue, Des Moines, Iowa 50309

[John Q Policyowner ** **

[October 20, 2009]

Apt 123
Americare House
Governor's Square
1234 Anywhere St
Metropolis IA 50300]

Billing Number: [XXX 12345678]

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You already know you can rely on American Republic for top-notch customer service and can trust us to pay claims quickly and accurately. Now you can continue to have high-quality protection thanks to a seamless transition from the Major Medical insurance you have with us to Medicare Supplement protection from American Republic Corp Insurance Company. American Republic Corp is a wholly owned subsidiary of American Republic Insurance Company.

Are you asking yourself, "Which Medicare Supplement coverage is right for me?" We can help! We know the ins and outs of Medicare and Medicare Supplement insurance and what coverage is best for any situation you might be in. Plus, we always look for ways to keep your costs down.

If you'd like more information, contact your American Republic Corp agent, your Medicare specialist.

Customer Service Center

Not connected with or endorsed by the United States government or the federal Medicare program.

Plan availability and benefits may vary by state. This is a solicitation of insurance and an agent may contact you.

Medicare Supplement rates are based on attained age (except in AZ, AR, GA, and MO). Rates are subject to change by class, if you have a change of residence, or as Medicare benefits change. In CO, KS, MS, MO, NC, OR and SD, coverage is available to qualified Medicare beneficiaries under age 65. In ND, please ask your agent for details on Plan A, F, J, K and L.

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