

SERFF Tracking Number: SFCM-126358410 State: Arkansas
Filing Company: State Farm Mutual Automobile Insurance Company State Tracking Number: 43975
Company Tracking Number: MEL68
TOI: H21 Health - Other Sub-TOI: H21.000 Health - Other
Product Name: Melodyline Messages
Project Name/Number: Melodyline Messages/Mel68

Filing at a Glance

Company: State Farm Mutual Automobile Insurance Company

Product Name: Melodyline Messages

TOI: H21 Health - Other

Sub-TOI: H21.000 Health - Other

Filing Type: Form

SERFF Tr Num: SFCM-126358410 State: Arkansas

SERFF Status: Closed-Filed-Closed State Tr Num: 43975

Co Tr Num: MEL68

Author: Tammie Mills

Date Submitted: 11/04/2009

State Status: Filed-Closed

Reviewer(s): Stephanie Fowler

Disposition Date: 12/11/2009

Disposition Status: Filed-Closed

Implementation Date:

Implementation Date Requested:

State Filing Description:

General Information

Project Name: Melodyline Messages

Project Number: Mel68

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 12/11/2009

Deemer Date:

Submitted By: Tammie Mills

Filing Description:

Re: Individual Health Insurance Melodyline Messages

NAIC #176-25178

Medicare Supplement & Long Term Care

SF Filing # Mel68

Forms:

Mel68-Health-Medicare Supplement On-Hold Message

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments: We were required to file the Medicare Supplement Melodyline Message. We are not required to file any other products in Illinois.

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 12/11/2009

Created By: Tammie Mills

Corresponding Filing Tracking Number:

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Mel51-Health-Long Term Care On-Hold Message

Enclosed for filing on behalf of the State Farm Mutual Automobile Insurance Companies of Bloomington, Illinois is the above referenced advertising On-Hold Messages.

These messages will be used in the State Farm Agent's office. When a potential and/or current insured contacts a State Farm Agent's office and are placed on-hold, these messages could be heard.

The Medicare Supplement On-Hold Message is currently pending in the domiciliary state, Illinois. We are not required to file Long Term Care advertising in Illinois.

Company and Contact

Filing Contact Information

Tammie Mills, Analyst tammie.mills.csag@statefarm.com
 One State Farm Plaza 309-994-0300 [Phone]
 Bloomington, IL 61710-0001

Filing Company Information

State Farm Mutual Automobile Insurance Company	CoCode: 25178	State of Domicile: Illinois
One State Farm Plaza	Group Code: 176	Company Type:
Laura Walters / Marketing D-3	Group Name:	State ID Number:
Bloomington, IL 61710	FEIN Number: 37-0533100	
(309) 763-8104 ext. [Phone]		

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: \$25.00 per form
 we are filing 2 forms at this time

 2 x \$25 = \$50.00

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Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
State Farm Mutual Automobile Insurance Company	\$50.00	11/04/2009	31792859

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	12/11/2009	12/11/2009

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Disposition

Disposition Date: 12/11/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		Yes
Supporting Document	Health - Actuarial Justification		Yes
Supporting Document	Outline of Coverage		Yes
Form	Health-Long Term Care On Hold Message	Filed	Yes
Form	Health-Medicare Supplement On-Hold Message	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 12/11/2009	Mel51	Advertising	Health-Long Term Care On Hold Message	Initial			Mel51 Health Script.pdf
Filed 12/11/2009	Mel68	Advertising	Health-Medicare Supplement On-Hold Message	Initial			Mel68 Health Script.pdf

Health Insurance Scripts

51. Long-Term Care

Planning for your future not only involves retirement, it also includes anticipating your long-term care needs. **FULL** can help with Long-Term Care Insurance. It's the sensible, affordable way to help you pay for Long-Term Care should the need arise. Start planning for your future needs now. Be sure to ask **FIRST** for the costs and complete details on State Farm Mutual Automobile Insurance Company's Long-Term Care Insurance when your call is handled.

Health Insurance Scripts

68. Health – Medicare Supplement

Help fill the gaps in your Medicare coverage and protect your assets with State Farm's Medicare Supplement Insurance. State Farm agent **FULL** can provide you with the facts on helping to fill the gaps in your Medicare Coverage. Ask **FIRST** for details on the costs, coverage, restrictions and renewability of State Farm's Medicare Supplement Insurance. These policies, offered by State Farm Mutual Automobile Insurance Company, are not endorsed by or connected with the United States Government or Federal Medicare program.