

SERFF Tracking Number: GEFA-126091611 State: Arkansas
Filing Company: American Continental Insurance Company State Tracking Number: 41994
Company Tracking Number: 47888
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Med Sup Letter
Project Name/Number: /47888 CLI

Filing at a Glance

Company: American Continental Insurance Company

Product Name: Med Sup Letter SERFF Tr Num: GEFA-126091611 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement - SERFF Status: Closed State Tr Num: 41994

Standard Plans

Sub-TOI: MS051.001 Plan A

Co Tr Num: 47888

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Authors: Cindy Petty, Mary Ann Pyle

Disposition Date: 03/30/2009

Date Submitted: 03/27/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile: Not Filed

Project Number: 47888 CLI

Date Approved in Domicile:

Requested Filing Mode:

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: 03/30/2009

Explanation for Other Group Market Type:

State Status Changed: 03/30/2009

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Attached is a lead generating letter for use by individual agents of our company. The attached material is new and does not replace any advertising material currently on file with the state.

Company and Contact

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Filing Contact Information

Mary Ann Pyle, Compliance Analyst mary.pyle@genworth.com
 101 Continental Way (615) 370-9044 [Phone]
 Brentwood, TN 37207 (615) 373-0272[FAX]

Filing Company Information

American Continental Insurance Company CoCode: 12321 State of Domicile: Tennessee
 101 Continental Place Group Code: 4011 Company Type: Life and Health
 Brentwood, TN 37027 Group Name: State ID Number:
 (615) 377-1300 ext. [Phone] FEIN Number: 20-2901054

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|--|---------|----------------|---------------|
| American Continental Insurance Company | \$25.00 | 03/27/2009 | 26755581 |

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Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------|------------------|------------|----------------|
| Filed | Stephanie Fowler | 03/30/2009 | 03/30/2009 |

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| Item Type | Item Name | Item Status | Public Access |
|------------------|------------------|--------------------|----------------------|
| Form | Lead Letter | Filed | Yes |

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Form Schedule

Lead Form Number: 47888

| Review Status | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|---------------|-------------------|-------------|-------------|---------|----------------------|-------------|--------------------------|
| Filed | 47888 01/06/08 | Advertising | Lead Letter | Initial | | | 47888_010608_gnw (3).pdf |

[On Approved Letterhead]

[Date]

[Customer Name]

[Address]

[City, State, Zip]

Dear [Customer Name]:

Many of my clients have asked what else can the Genworth family of companies* do for me? I am pleased to let you know that we also offer a wide variety of Medicare Supplement plans to meet your individual needs.

Your Health Is Important – Feel Good About Your Choices

Selecting a Medicare Supplement policy can be confusing. What does a policy cover? Which plan should I purchase? Am I getting a competitive rate?

Our Commitment To You

We have an unwavering commitment to providing the best service possible with prompt claims payment and quality products for our policyholders. We can help you manage the high costs of health care by keeping your out-of-pocket expenses down.

I will be calling you in the next week or so to schedule a complimentary overview of Medicare Supplement benefits. Of course, if you prefer, you can reach me sooner at [(xxx) xxx.xxxx].

I look forward to speaking with you.

Sincerely,

[Agent Name]

[Agent Title]

* Medicare Supplement Insurance underwritten by: Genworth Life Insurance Company, Genworth Life and Annuity Insurance Company, Continental Life Insurance Company of Brentwood, Tennessee, American Continental Insurance Company. Not all policies available in all states. Not all companies in all states.

Complete details of the benefits, cost, limitations and exclusions will be provided to you by one of our licensed agents.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

This is a solicitation for insurance. You may be contacted by an agent.

47888 01/06/08

