

SERFF Tracking Number: UNAM-126111033 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42105
Company Tracking Number: PL FD CANCER PC 3/09 REV
TOI: H07I Individual Health - Specified Disease - Limited Benefit Sub-TOI: H07I.002A Dread Disease - Cancer Only
Product Name: Cancer Post Card
Project Name/Number: /

Filing at a Glance

Company: Pennsylvania Life Insurance Company
Product Name: Cancer Post Card SERFF Tr Num: UNAM-126111033 State: ArkansasLH
TOI: H07I Individual Health - Specified Disease - Limited Benefit SERFF Status: Closed State Tr Num: 42105
Sub-TOI: H07I.002A Dread Disease - Cancer Only Co Tr Num: PL FD CANCER PC 3/09 REV State Status: Filed-Closed
Filing Type: Form Co Status: Reviewer(s): Rosalind Minor
Author: Holly Parenti Disposition Date: 04/28/2009
Date Submitted: 04/13/2009 Disposition Status: Filed-Closed
Implementation Date Requested: On Approval Implementation Date:
State Filing Description:

General Information

Project Name: Status of Filing in Domicile:
Project Number: 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: 04/28/2009 Explanation for Other Group Market Type:
State Status Changed: 04/28/2009
Deemer Date: Corresponding Filing Tracking Number:
Filing Description:
Pennsylvania Life Insurance Company
NAIC# 67660 FEIN#23-1305366
Advertising Submission-Medicare Supplement Insurance
Form(s)
PL FD Cancer PC 3/09 REV - Cancer Insurance Post Card

SERFF Tracking Number: UNAM-126111033 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42105
Company Tracking Number: PL FD CANCER PC 3/09 REV
TOI: H071 Individual Health - Specified Disease - Limited Benefit Sub-TOI: H071.002A Dread Disease - Cancer Only
Product Name: Cancer Post Card
Project Name/Number: /

Dear Sir or Madam:

We submit the above form for your review and approval. This advertising material will be used for our Cancer Insurance forms PL C1 (08) approved by your state.

We consider this advertisement an invitation to inquire and will use it to obtain leads for our Cancer Insurance approved by your Department.

If additional information is needed, please contact me at 800-275-6667 ext. 8531 or hparenti@uafc.com

Company and Contact

Filing Contact Information

Holly Parenti, hparenti@uafc.com
P.O. Box 958465 (407) 628-1776 [Phone]
Lake Mary, FL 32795-8465

Filing Company Information

Pennsylvania Life Insurance Company CoCode: 67660 State of Domicile: Pennsylvania
1001 Heathrow Park Lane Group Code: 953 Company Type:
Suite 5001
Lake Mary, FL 32746 Group Name: State ID Number:
(407) 995-8000 ext. [Phone] FEIN Number: 23-1305366

Filing Fees

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

SERFF Tracking Number: UNAM-126111033 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42105
Company Tracking Number: PL FD CANCER PC 3/09 REV
TOI: H071 Individual Health - Specified Disease - Limited Benefit Sub-TOI: H071.002A Dread Disease - Cancer Only
Product Name: Cancer Post Card
Project Name/Number: /

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pennsylvania Life Insurance Company	\$25.00	04/13/2009	27128841

SERFF Tracking Number: UNAM-126111033 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42105
Company Tracking Number: PL FD CANCER PC 3/09 REV
TOI: H071 Individual Health - Specified Disease - Limited Benefit Sub-TOI: H071.002A Dread Disease - Cancer Only
Product Name: Cancer Post Card
Project Name/Number: /

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Rosalind Minor	04/28/2009	04/28/2009

SERFF Tracking Number: UNAM-126111033 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42105
Company Tracking Number: PL FD CANCER PC 3/09 REV
TOI: H071 Individual Health - Specified Disease - Limited Benefit Sub-TOI: H071.002A Dread Disease - Cancer Only
Product Name: Cancer Post Card
Project Name/Number: /

Disposition

Disposition Date: 04/28/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UNAM-126111033 State: Arkansas
 Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42105
 Company Tracking Number: PL FD CANCER PC 3/09 REV
 TOI: H071 Individual Health - Specified Disease - Limited Benefit Sub-TOI: H071.002A Dread Disease - Cancer Only
 Product Name: Cancer Post Card
 Project Name/Number: /

Item Type	Item Name	Item Status	Public Access
Supporting Document	Flesch Certification	Filed-Closed	Yes
Supporting Document	Application	Filed-Closed	Yes
Supporting Document	Health - Actuarial Justification	Filed-Closed	Yes
Supporting Document	Outline of Coverage	Filed-Closed	Yes
Form	Cancer Insurance Lead Card	Filed-Closed	Yes

SERFF Tracking Number: UNAM-126111033 State: Arkansas
 Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42105
 Company Tracking Number: PL FD CANCER PC 3/09 REV
 TOI: H071 Individual Health - Specified Disease - Limited Benefit Sub-TOI: H071.002A Dread Disease - Cancer Only
 Product Name: Cancer Post Card
 Project Name/Number: /

Form Schedule

Lead Form Number: PL FD Cancer PC 3/09 REV

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed	PL FD Cancer PC 3/09 REV	Advertising	Cancer Insurance Lead Card	Initial			PL FD Cancer PC 3-09 REV.pdf

Important Information

*from Pennsylvania Life Insurance Company,
a member of the Universal American family of companies.*



**PENNSYLVANIA
LIFE INSURANCE CO.**



Cancer will affect **75%** of American families in their lifetime.*

Are you financially prepared?

**According to the American Cancer Society Facts and Figures 2007.*



PENNSYLVANIA
LIFE INSURANCE CO.



First Diagnosis Cancer Insurance

*from Pennsylvania Life Insurance Company,
a member of the Universal American family of companies.*

**Cancer will strike one out of three
Americans, three out of four families.***

Transfer the risk.

You can't control whether or not you are diagnosed with cancer. You **CAN** control how prepared you are for the financial impact and its treatment.

66% of medical costs associated with cancer are **not covered** by insurance.
*(Spousal care, lost income, travel expenses, meals, etc...)**

Pennsylvania Life has a new First Diagnosis Cancer Insurance plan that
PAYS YOU CASH when cancer is first diagnosed.

If you respond, you will be contacted to help
you learn if this plan is right for you.

**According to the American Cancer Society Facts and Figures 2007.*

*This is a solicitation to purchase insurance. Pennsylvania Life and its representatives
are not connected with or endorsed by the U.S. Government or any state agency.*

Contact your local Pennsylvania Life representative today:

POSTAGE
HERE

SERFF Tracking Number: UNAM-126111033 *State:* Arkansas
Filing Company: Pennsylvania Life Insurance Company *State Tracking Number:* 42105
Company Tracking Number: PL FD CANCER PC 3/09 REV
TOI: H071 Individual Health - Specified Disease - Limited Benefit *Sub-TOI:* H071.002A Dread Disease - Cancer Only
Product Name: Cancer Post Card
Project Name/Number: /

Rate Information

Rate data does NOT apply to filing.

SERFF Tracking Number: UNAM-126111033 State: Arkansas
 Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42105
 Company Tracking Number: PL FD CANCER PC 3/09 REV
 TOI: H071 Individual Health - Specified Disease - Limited Benefit Sub-TOI: H071.002A Dread Disease - Cancer Only
 Product Name: Cancer Post Card
 Project Name/Number: /

Supporting Document Schedules

<p> Bypassed -Name: Flesch Certification Bypass Reason: N/A Comments: </p>	<p> Review Status: Filed-Closed 04/28/2009 </p>
<p> Bypassed -Name: Application Bypass Reason: N/A Comments: </p>	<p> Review Status: Filed-Closed 04/28/2009 </p>
<p> Bypassed -Name: Health - Actuarial Justification Bypass Reason: N/A Comments: </p>	<p> Review Status: Filed-Closed 04/28/2009 </p>
<p> Bypassed -Name: Outline of Coverage Bypass Reason: N/A Comments: </p>	<p> Review Status: Filed-Closed 04/28/2009 </p>