

SERFF Tracking Number: UNAM-126131792 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42239
Company Tracking Number: PLHI4SCRIPT09
TOI: H14I Individual Health - Hospital Indemnity Sub-TOI: H14I.000 Health - Hospital Indemnity
Product Name: HI4 Phone Script
Project Name/Number: /

Filing at a Glance

Company: Pennsylvania Life Insurance Company

Product Name: HI4 Phone Script

SERFF Tr Num: UNAM-126131792 State: ArkansasLH

TOI: H14I Individual Health - Hospital Indemnity SERFF Status: Closed

State Tr Num: 42239

Sub-TOI: H14I.000 Health - Hospital Indemnity Co Tr Num: PLHI4SCRIPT09

State Status: Filed-Closed

Filing Type: Form

Co Status:

Reviewer(s): Rosalind Minor

Author: Holly Parenti

Disposition Date: 05/01/2009

Date Submitted: 04/28/2009

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: 05/01/2009

Explanation for Other Group Market Type:

State Status Changed: 05/01/2009

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Form(s)

PLHI4SCRIPT09 Hospital Indemnity Phone Script

Dear Sir or Madam:

We submit the above form for your review and approval. This advertising material will be used for our Hospital Indemnity Insurance forms approved by your state on February 11, 2009.

SERFF Tracking Number: UNAM-126131792 State: Arkansas
 Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42239
 Company Tracking Number: PLHI4SCRIPT09
 TOI: H14I Individual Health - Hospital Indemnity Sub-TOI: H14I.000 Health - Hospital Indemnity
 Product Name: H14 Phone Script
 Project Name/Number: /

We certify that these forms comply with the provisions of 19ss10B and all applicable requirements of the Department.

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

If additional information is needed, please contact me at 800-538-1053 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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pennsylvania Life Insurance Company	\$25.00	04/28/2009	27479509

SERFF Tracking Number: UNAM-126131792 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42239
Company Tracking Number: PLHI4SCRIPT09
TOI: H14I Individual Health - Hospital Indemnity Sub-TOI: H14I.000 Health - Hospital Indemnity
Product Name: H14 Phone Script
Project Name/Number: /

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Rosalind Minor	05/01/2009	05/01/2009

SERFF Tracking Number: UNAM-126131792 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42239
Company Tracking Number: PLHI4SCRIPT09
TOI: H14I Individual Health - Hospital Indemnity Sub-TOI: H14I.000 Health - Hospital Indemnity
Product Name: H14 Phone Script
Project Name/Number: /

Disposition

Disposition Date: 05/01/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UNAM-126131792 State: Arkansas
 Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42239
 Company Tracking Number: PLHI4SCRIPT09
 TOI: H14I Individual Health - Hospital Indemnity Sub-TOI: H14I.000 Health - Hospital Indemnity
 Product Name: H14 Phone Script
 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	Hospital Indemnity Telephone Script	Filed-Closed	Yes

SERFF Tracking Number: UNAM-126131792 State: Arkansas
 Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42239
 Company Tracking Number: PLHI4SCRIPT09
 TOI: H14I Individual Health - Hospital Indemnity Sub-TOI: H14I.000 Health - Hospital Indemnity
 Product Name: H14 Phone Script
 Project Name/Number: /

Form Schedule

Lead Form Number: PLHI4SCRIPT09

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-	PLHI4SCRI	Advertising	Hospital Indemnity	Initial			PLHI4SCRIP
Closed	PT09		Telephone Script				T09.pdf

**SCRIPT FOR HOSPITAL CONFINEMENT INDEMNITY PLAN -
LEAD FOLLOW UP**

Hello, Mr./Mrs. [REDACTED]. My name is [REDACTED] and I am an agent with Pennsylvania Life Insurance Company. I am calling because you recently requested more information about the hospital confinement indemnity insurance plan offered by my company.

You are very wise to look into hospital indemnity insurance, Mr./Mrs. [REDACTED]. Many folks don't realize that, no matter how good their Medicare or Medicare Supplement or Medicare Advantage plan is—and no matter how much insurance coverage they have to pay their hospital bills – there are often unexpected expenses that seem to pop up when someone is hospitalized—expenses that aren't covered by their health insurance plan.

For example, I have a client who worked part-time after she retired. When she was hospitalized last summer, she couldn't work, of course—and so she didn't have that income that she really needed for household expenses. Her husband couldn't cook, so he went to a nearby restaurant for his meals while she was away.

Another client has the most beautiful lawn you could ever imagine—takes care of it all by himself. While he was hospitalized for tests and then surgery, he couldn't take care of his lawn, so he had to pay a lawn service company to do the work for him.

The great thing about hospital indemnity insurance is that the benefits – the checks – are made payable directly to you. You decide what to do with those dollars. Depending on the level of coverage you choose, you can receive a benefit of up to \$600 a day for every day that you're confined in the hospital for up to as many as 31 days if you're hospitalized that long.

Mr./Mrs. [REDACTED], I'd like to bring you a booklet about the Pennsylvania Life hospital confinement indemnity plan we offer. It explains everything very well, and while I'm there, we can go over it together.

What day next week would be most convenient for you? *[Wait for response.]* Morning or afternoon? *[Wait for response.]* Then I'll make a note to see you next week on *[day]* at *[time]*.

Let me confirm your address. *[Wait for response.]* Also, could you please give me driving directions? I'll be coming from another appointment near *[major landmark or street]*.

Please feel free to invite a friend or family member who might also like to learn about this plan. I'll bring a few extra brochures for them.

Thanks so much for talking with me today, Mr./Mrs. [REDACTED]. I'm looking forward to meeting you *[day]* at *[time]*. I hope you'll have a good *[afternoon]* *[evening]* *[weekend]*. Goodbye.

SERFF Tracking Number: UNAM-126131792 *State:* Arkansas
Filing Company: Pennsylvania Life Insurance Company *State Tracking Number:* 42239
Company Tracking Number: PLHI4SCRIPT09
TOI: H14I Individual Health - Hospital Indemnity *Sub-TOI:* H14I.000 Health - Hospital Indemnity
Product Name: H14 Phone Script
Project Name/Number: /

Rate Information

Rate data does NOT apply to filing.

SERFF Tracking Number: UNAM-126131792 State: Arkansas
 Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 42239
 Company Tracking Number: PLHI4SCRIPT09
 TOI: H141 Individual Health - Hospital Indemnity Sub-TOI: H141.000 Health - Hospital Indemnity
 Product Name: H14 Phone Script
 Project Name/Number: /

Supporting Document Schedules

Bypassed -Name:	Flesch Certification	Review Status:	
Bypass Reason:	N/A	Filed-Closed	05/01/2009
Comments:			
Bypassed -Name:	Application	Review Status:	
Bypass Reason:	N/A	Filed-Closed	05/01/2009
Comments:			
Bypassed -Name:	Health - Actuarial Justification	Review Status:	
Bypass Reason:	N/A	Filed-Closed	05/01/2009
Comments:			
Bypassed -Name:	Outline of Coverage	Review Status:	
Bypass Reason:	N/A	Filed-Closed	05/01/2009
Comments:			