

SERFF Tracking Number: AMRP-126164613 State: Arkansas
Filing Company: American Republic Corp Insurance Company State Tracking Number: 42482
Company Tracking Number: 09AR0433
TOI: MS05I Individual Medicare Supplement - Sub-TOI: MS05I.011 Plan J (Basic)
Standard Plans
Product Name: Med Supp Call the Experts Campaign follow up
Project Name/Number: Med Supp Call the Experts Campaign follow up/09AR0433

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Med Supp Call the Experts SERFF Tr Num: AMRP-126164613 State: ArkansasLH

Campaign follow up

TOI: MS05I Individual Medicare Supplement - SERFF Status: Closed State Tr Num: 42482
Standard Plans

Sub-TOI: MS05I.011 Plan J (Basic) Co Tr Num: 09AR0433 State Status: Filed-Closed

Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler

Authors: Andrea Davey, Leroy Disposition Date: 06/10/2009

Edge, Norm Von Seggern, Michele

Kulish, Kerin Overturf, Susan Falk

Date Submitted: 05/26/2009 Disposition Status: Filed

Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Med Supp Call the Experts Campaign follow up

Project Number: 09AR0433

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 06/10/2009

Deemer Date:

Filing Description:

Re Individual Medicare Supplement Advertising

Status of Filing in Domicile: Authorized

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 06/10/2009

Corresponding Filing Tracking Number:

Z-2426

Z-2427

SERFF Tracking Number: AMRP-126164613 State: Arkansas
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 42482
 Company Tracking Number: 09AR0433
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.011 Plan J (Basic)
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We are including the above captioned forms for your review and approval. These forms are new and are not intended to replace any forms currently in use. These forms are lead generating devices and will be used in the solicitation of our Medicare Supplement plans.

We hope you will find these forms satisfactory. If I can be of any assistance during the review process, please feel free to call 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? No
 Fee Explanation: 2 pieces @ \$25.00 per form
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	05/26/2009	28092580

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	06/10/2009	06/10/2009

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Disposition

Disposition Date: 06/10/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Form	Letter	Filed	Yes
Form	Certificate	Filed	Yes

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Form Schedule

Lead Form Number: Z-2426

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	Z-2426	Advertising Letter		Initial			Z-2426 updated bracketed.pdf
Filed	Z-2427	Advertising Certificate		Initial			Z-2427 bracketed.pdf



Consumer Information Center

A service provided by American Republic Corp Insurance Company
601 6th Ave., Des Moines, Iowa 50309

To confirm your Charter Membership status and activate this free service, call toll free [1-866-539-5151].

*Just a reminder to call and confirm your membership status today if you haven't already.
Thanks!
Mike*

Please respond in 12 days for faster service.

Dear Friend,

Tom Peterson, Senior Vice President of Medicare health insurance plans at our company, asked me to write this letter to you. The purpose of this letter is to let you know that you are immediately eligible for Charter Membership in the Consumer Information Center -- a service provided by American Republic Corp Insurance Company.

This privilege is only offered through the mail a few times a year. You are among the first to be contacted. Please call to activate your membership. For faster service, please respond in 12 days.

If we don't hear from you, your name is removed from the list, making room for another individual to be selected and mailed.

The Consumer Information Center is a **free service** that gives you the opportunity to ask questions and talk about Medicare, its plans and deadlines with one of our personal licensed insurance advisors.

There's absolutely no cost and your conversation is confidential.

The Consumer Information Center's purpose is to give you more peace of mind and a better understanding about this complex subject because ...

Knowing your rights and the benefits you're entitled to can help you get the most financial assistance from Medicare and can help

- maintain your health
- keep your current assets
- protect your financial security.

To activate this free, no obligation service, just call toll free [1-866-539-5151].

Even if you don't have a question today, please call to confirm your membership status and activate the service. An advisor will establish an informational file for you so your future calls can be handled faster and more conveniently.

Then your advisor will answer any questions you may have about the sometimes confusing aspects of Medicare.

Be sure to ask about our Medicare Supplement Insurance Plan J -- the most comprehensive plan available with **extra features and money-saving discounts** ...

Continued ...

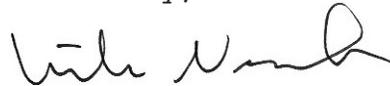
- ✓ **Lower, preferred rates for good health**
- ✓ **Couples discount** -- save more when you're part of a couple, regardless of whether you both request coverage
- ✓ **\$120.00 each year for preventive care** helps pay for things like an annual physical or screening tests not covered by Medicare to help you stay healthy
- ✓ **At home recovery** to help pay for extra care if your doctor sends you home to recuperate after surgery or an accident
- ✓ You get the **freedom to see the doctors and hospitals of your choice** -- No referrals needed to see a specialist
- ✓ **No waiting periods** for health conditions you have now -- you're covered immediately once your coverage is issued

Knowing your rights and the benefits -- *and when to enroll in order to avoid penalties* -- is peace of mind you can take to the bank.

Call now to activate your free service. The toll free number is [1-866-539-5151]. Your advisor is ready to answer your questions and offer free guidance.

For faster service please call within 12 days.

Sincerely,



Michael Needham
Assistant Vice President

P.S. You may be wondering, "What's the rush? I don't turn 65 for weeks."

Granted, your 65th birthday may seem like a ways off, but getting started now means less stress as government deadlines approach. And if you miss one of the deadlines, you could be forced to pay higher rates for the rest of your life.

For free answers and guidance from experts who can help you make the best decisions, **call our Hotline at [1-866-539-5151]**. Then enjoy greater peace of mind and the satisfaction of knowing you're getting the most from your Medicare benefits.

American Republic Corp Insurance Company is a wholly owned subsidiary of American Republic Insurance Company which was established in 1929. Not connected with or endorsed by the U.S. government or the federal Medicare program. This is a solicitation of insurance and an agent may contact you. In CO, IL, MO, MS, OR and SD, coverage is available to qualified Medicare beneficiaries under age 65. Call today for more information about the benefits, costs and limits.

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Policy Form: C-1026; in MO, C-1026MO; in OK, C-1026OK; in TN, C-1026TN.

2009 Charter Membership extended to [Sample A. Sample]

In the Consumer Information Center

A Free Service Provided by
American Republic Corp Insurance Company

Please respond
in 12 days for
faster service.

Place your ID Card in your wallet immediately.
Then call to activate your membership privileges.

Call toll free: 1-866-539-5151

RESERVED FOR [STATE] RESIDENT

Sample A. Sample
123 Any Street
City, State Zip Code



Message from the President

Reserved for [Sample A. Sample]

Welcome to the Consumer Information Center.

As a Charter Member, you are entitled to call the Hotline any time you have a question about Medicare or the Medicare Plans. There is no cost and no obligation when you call.

Your membership privileges start as soon as you activate your card by calling [1-866-539-5151]. Carry the card with you as a handy reminder of the Hotline's phone number. Please fill out the back of the card with your emergency medical information.

We hope that after calling the Hotline, you'll be better informed and confident regarding your Medicare benefits and choices.

We also hope to provide you with some peace of mind regarding this serious and complex subject and the knowledge to help you protect your financial security knowing you can get help paying your medical bills.



Michael E. Abbott

Michael E. Abbott
President
American Republic Corp Insurance Company

Americans are Paying Less for Better Coverage with Plan J

It's true. Our Medicare Supplement Insurance Plan J is the most comprehensive plan available with extra features and money-saving discounts.

**Call American Republic Corp today
to check out our Plan J**

Call toll free: [1-866-539-5151]

Serving Americans

American Republic Insurance Company was established in 1929. American Republic Corp Insurance Company is a wholly owned subsidiary of American Republic which has been serving Americans for 80 years.

Not connected with or endorsed by the U.S. government or the federal Medicare program. This is a solicitation of insurance and an agent may contact you. In MO, CO, IL and SD, coverage is available to qualified Medicare beneficiaries under age 65. Call today for more information about the benefits, costs and limits for our Medicare Supplement Insurance Plan J.

©[2009] American Republic Corp Insurance Company, 601 6th Avenue, Des Moines, IA 50309, [1-800-247-2190.]

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