

SERFF Tracking Number: STLG-126208624 State: Arkansas
Filing Company: Sterling Life Insurance Company State Tracking Number: 42803
Company Tracking Number:
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: M0010_S4802_30109(06/09)
Project Name/Number: 2009 Lead Card Generation - Generic/

Filing at a Glance

Company: Sterling Life Insurance Company

Product Name: M0010_S4802_30109(06/09) SERFF Tr Num: STLG-126208624 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement - SERFF Status: Closed State Tr Num: 42803

Standard Plans

Sub-TOI: MS051.001 Plan A

Co Tr Num:

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Jennifer Marinas

Disposition Date: 07/24/2009

Date Submitted: 06/29/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: 2009 Lead Card Generation - Generic

Status of Filing in Domicile:

Project Number:

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

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: 07/24/2009

Explanation for Other Group Market Type:

State Status Changed: 07/24/2009

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Re: Sterling Life Insurance Company Medicare Supplement Insurance Advertisement Filing - NAIC#77399

Initial Advertisement Pieces – No Replacements

M0010_S4802_30109(06/09) – Combo Lead Generation Card

Dear Sir/Madam:

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Please find the above referenced advertisements for your review and approval. This filing is an advertisement filing for Sterling's Standard Medicare Supplement Insurance policies filed and approved on March 16, 2000 by the Department.

M0010_S4802_30109(06/09)

This card will be mailed to Sterling Option Combo prospects and will be the first contact with the prospect. This card has been approved by CMS since it contains an option to choose a Medicare Advantage product. This card is pending in Illinois, Sterling's state of domicile.

The bracketed information: The incentive is bracketed incase we decide not to have an incentive for that state. The bracketed information below the signature line will be removed if the incentive is removed. Also the year and phone number could change accordingly.

If you have any questions, please do not hesitate to contact me at (360) 392-9201 or email jennifer.marinas@sterlingplans.com

Sincerely,

Jennifer Marinas

Legal Assistant

Compliance & Regulatory Affairs

Sterling Life Insurance Company

Company and Contact

Filing Contact Information

Jennifer Marinas, Legal Assistant
2219 Rimland Drive
Bellingham, WA 98227

jennifer.marinas@sterlingplans.com
(360) 392-9201 [Phone]
(360) 647-8632[FAX]

Filing Company Information

Sterling Life Insurance Company

CoCode: 77399

State of Domicile: Illinois

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P.O. Box 5348

Group Code: 361

Company Type: Insurance

Company - Life, Accident & Health

Bellingham, WA 98227

Group Name:

State ID Number:

(360) 647-9080 ext. [Phone]

FEIN Number: 13-1867829

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Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? Yes
Fee Explanation: state of domicile IL: \$50 per form
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Sterling Life Insurance Company	\$50.00	06/29/2009	28877391

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	07/24/2009	07/24/2009

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Item Type	Item Name	Item Status	Public Access
Form	Option Lead Generation Card	Filed	Yes

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Form Schedule

Lead Form Number:

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	M0010_S4802_30109(06/09)	Advertising Option Lead	Generation Card	Initial			M0010_S4802_30109(06.09).pdf



BELLINGHAM WA 98227-9933
PO BOX 5348
STERLING LIFE INSURANCE

POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 81 BELLINGHAM WA



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Office ID _____
Agent ID _____

“My clients here
at Sterling really enjoy
the fact that
we are local.”

Sterling Agent, Sylvia O’Leary

STERLING HEALTH PLANS

Real People. Wise Choices.®

Underwritten by
Sterling Life Insurance Company

M0010_S4802_30109(06/09)



Sterling Life Insurance Company is a Medicare Advantage organization contracting with the federal government. Anyone entitled to Medicare Part A and enrolled in Medicare Part B may apply. You must continue to pay your Medicare Part B premium. A Medicare Advantage Private Fee-for-Service plan works differently than a Medicare supplement plan. Your doctor or hospital is not required to agree to accept the plan’s terms and conditions, and thus may choose not to treat you, with the exception of emergencies. If your doctor or hospital does not agree to accept our payment terms and conditions, they may choose not to provide health care services to you, except in emergencies. Providers can find the plan’s terms and conditions on our website at: www.sterlingplans.com. Not all plans are available in all areas. For Sterling Premier® and Medicare Select Supplement Insurance, neither Sterling nor its agents are connected with or endorsed by the United States government or the federal Medicare program. [Approved for use in [insert approved states].]

If you'd like to learn more about Sterling's insurance plans, please return this card today.

Select the [2009] products* you would like to discuss:

- Medicare Advantage Plans
- Medicare Prescription Drug Plans (Part D)
- Medicare Supplement Plans
- Life Insurance Plans
- Long Term Care Insurance
- Critical Condition/Cancer Plans
- Other _____]

*Not all products available in all areas.

Yes, I'm interested in speaking with someone about Sterling Life Insurance Company's insurance products. I understand that a licensed agent will call.

[**Mail in this reply card today and receive a FREE [insert approved incentive]]

Please fold and tape for privacy

Please call me at phone: () _____

Name (please print): _____

Address: _____

Date of Birth: _____

Signature: _____

Your Signature is required by Medicare, in order for a Sterling Agent to contact you about Sterling Medicare products.

[**This return signature response card program is not insurance and does not provide insurance coverage. You are under no obligation to purchase any product.]

Fold

Which of your family and friends would you like Sterling to help with their insurance needs?

Name: _____

- Age:
- Under 50
 - 50-64
 - 65-75
 - 76 +

Address: _____

Phone: _____

Name: _____

- Age:
- Under 50
 - 50-64
 - 65-75
 - 76 +

Address: _____

Phone: _____

