

SERFF Tracking Number: UTAC-126206978 State: Arkansas
Filing Company: Great American Life Insurance Company State Tracking Number: 42841
Company Tracking Number: GALIC GASB-12-0010B
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Invitation to Inquire Letter
Project Name/Number: Invitation to Inquire Letter/GASB-12-0010B

Filing at a Glance

Company: Great American Life Insurance Company

Product Name: Invitation to Inquire Letter SERFF Tr Num: UTAC-126206978 State: ArkansasLH

TOI: LTC06 Long Term Care - Other SERFF Status: Closed State Tr Num: 42841

Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: GALIC GASB-12-0010B State Status: Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Marie Bennett

Author: Melissa MacLaurin

Disposition Date: 07/09/2009

Date Submitted: 07/02/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Invitation to Inquire Letter

Status of Filing in Domicile: Not Filed

Project Number: GASB-12-0010B

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: 07/09/2009

Explanation for Other Group Market Type:

State Status Changed: 07/09/2009

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

The enclosed Invitation to Inquire advertisement is for your review and approval. The advertisement is new and not intended to replace any form previously approved by your department. The advertisement will be used by our agents to market long term care insurance policies that have been approved in your state.

To the best of my knowledge and belief, this submission complies with all statutes, rules and regulations concerning insurance in your state.

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Company and Contact

Filing Contact Information

Melissa MacLaurin, Compliance Analyst mmaclaurin@gafri.com
 11200 Lakeline Blvd Ste 100 (512) 807-4794 [Phone]
 Austin, TX 78717

Filing Company Information

Great American Life Insurance Company CoCode: 63312 State of Domicile: Ohio
 11200 Lakeline Blvd., Suite 100 Group Code: 84 Company Type: Insurance
 Company
 P.O. Box 559002
 Austin, TX 78755-9002 Group Name: State ID Number:
 (800) 880-8824 ext. [Phone] FEIN Number: 13-1935920

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: \$25.00 x 2 advertisements
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Great American Life Insurance Company	\$50.00	07/02/2009	28950499

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	07/09/2009	07/09/2009

SERFF Tracking Number: *UTAC-126206978* *State:* *Arkansas*
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Disposition

Disposition Date: 07/09/2009

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	Invitation to Inquire Letter		Yes
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Form Schedule

Lead Form Number: GASB-12-0010B

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	GASB-12-0010B	Advertising	Invitation to Inquire Letter	Initial		0	GASB-12-0010B_6-11-09_.pdf
	GASB-12-0010C	Advertising	Invitation to Inquire Letter	Initial		0	GASB-12-0010C_6-11-09_.pdf



[Agent Address1]
[Address2]
[City State Zip]

Dear [name],

Thank you for your business!! All of us at [Great American Senior Benefits] value you as one of our policy holders. And, as your agent, I would like to make you aware of other products and plans available from our family of companies that you could benefit from, such as:

Long-Term Care Insurance* – Did you know that the odds are, if age 65 or over, you have more than a 2 in 5 chance of being a resident in a nursing home?¹

Most people believe that Medicare will cover this expense, but the fact is, Medicare will only cover up to 20 days in a Skilled Nursing Facility and only a maximum of 100 days of skilled care is covered when you have additional coverage through a Medicare Supplement policy. Most people do not want to enter into a Long-Term Care facility. Ask me about how you can remain at home and receive benefits for your care.

First Diagnosis Cancer Policy – Did you know that 1,437,180 new cancer cases were estimated to have occurred in 2008 and about 77% of all cancers are diagnosed in persons 55 and older?²**

Although you may have coverage for medical expenses, if cancer strikes there are other expenses beyond what your insurance will cover. Contact me to find out how our First Diagnosis Cancer Policy can provide a lump sum payment to you of \$10,000 to \$50,000 to help cover these expenses.

Annuities – Looking for an attractive alternative to CDs? Tired of how the fluctuations in the Stock Market can affect your investments and income?

Annuities can provide safe, guaranteed returns and/or lifetime income. Contact me about declared and bonused interest rates on our Annuity products.

Contact me at [xxx-xxx-xxxx] and I can answer your questions about all these items and more. Or, simply return the enclosed Reply Card with your interests. You can even complete the enclosed no-obligation or payment LTCI-Pre Screen Form for the fastest answer about this important coverage.

Regards,

[Agent name]
Your [Great American Senior Benefits] Representative

[P. S. I have also included an updated bio sheet so you can learn a little more about me. I greatly appreciate your business!]

*Policy Form 4LTCIP0001, 4LTCIP0002 and 5LTC-IP (may vary by state). Underwritten by Great American Life Insurance Company. This policy has exclusions, limitations and terms under which the policy may be continued in force or discontinued.

** Underwritten by United Teacher Associates Insurance Company. This is a limited benefit cancer only policy. For costs and complete details of the above named coverages call or write your insurance agent or the company.

¹ Health, United States, 2007 - US Dept of Health & Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics

² Cancer Facts & Figures 2008, American Cancer Society, Inc., Surveillance Research

No insurance company or agency, including [Great American Senior Benefits] or its agents, are connected with or endorsed by the United States government or the federal Medicare program. This is a solicitation for insurance. An insurance agent will contact you.



[Agent Address1]
[Address2]
[City State Zip]

Dear [name],

Thank you for your business!! All of us at [Great American Senior Benefits] value you as one of our policy holders. And, as your agent, I would like to make you aware of other products and plans available from our family of companies that you could benefit from, such as:

Long-Term Care Insurance* – Did you know that the odds are, if age 65 or over, you have more than a 2 in 5 chance of being a resident in a nursing home?¹

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[Agent name]
Your [Great American Senior Benefit]s Representative

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For costs and complete details of the above named coverages call or write your insurance agent or the company.

¹ Health, United States, 2007 - US Dept of Health & Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics

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