

SERFF Tracking Number: MUTM-126258664 State: Arkansas
Filing Company: Assured Life Association State Tracking Number: 43159
Company Tracking Number: SHELLY KAIPUST
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Individual Medicare Supplement Advertising - T01_38
Project Name/Number: Individual Medicare Supplement Advertising/T01_38

Filing at a Glance

Company: Assured Life Association

Product Name: Individual Medicare Supplement SERFF Tr Num: MUTM-126258664 State: Arkansas
Advertising - T01_38

TOI: MS051 Individual Medicare Supplement - SERFF Status: Closed-Filed State Tr Num: 43159
Standard Plans

Sub-TOI: MS051.001 Plan A

Co Tr Num: SHELLY KAIPUST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Author: Shelly Kaipust

Disposition Date: 09/14/2009

Date Submitted: 08/10/2009

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Individual Medicare Supplement Advertising

Status of Filing in Domicile:

Project Number: T01_38

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: 09/14/2009

Explanation for Other Group Market Type:

State Status Changed: 09/14/2009

Deemer Date:

Created By: Shelly Kaipust

Submitted By: Shelly Kaipust

Corresponding Filing Tracking Number:

Filing Description:

August 10, 2009

Arkansas Department of Insurance

Attn: Compliance - Life & Health

1200 West Third Street

Little Rock, AR 72201-1904

SERFF Tracking Number: MUTM-126258664 State: Arkansas
Filing Company: Assured Life Association State Tracking Number: 43159
Company Tracking Number: SHELLY KAIPUST
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Individual Medicare Supplement Advertising - T01_38
Project Name/Number: Individual Medicare Supplement Advertising/T01_38

NAIC #56499

FEIN #84-0356870

Assured Life Association

Medicare Supplement Advertising

Newspaper Ad: T01_38

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

This is a newspaper ad that will be used to advertise a sample monthly premium. The newspaper ad contains a grid with variable fields that applies to the rating structure for your state. We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Carly Cole

Product and Advertising Compliance Consultant

Regulatory Affairs

Phone: 402-351-2476

Fax: 402-351-5298

E-mail: advfilings@mutualofomaha.com

SK

Company and Contact

Filing Contact Information

Michelle Kaipust, Senior Policy Drafting and Regulatory Assistant
Regulatory Affairs
Mutual of Omaha Plaza
Omaha, NE 68175
shelly.kaipust@mutualofomaha.com
402-351-8391 [Phone]
402-351-5298 [FAX]

SERFF Tracking Number: MUTM-126258664 State: Arkansas
 Filing Company: Assured Life Association State Tracking Number: 43159
 Company Tracking Number: SHELLY KAIPUST
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
 Standard Plans
 Product Name: Individual Medicare Supplement Advertising - T01_38
 Project Name/Number: Individual Medicare Supplement Advertising/T01_38

Filing Company Information

Assured Life Association CoCode: 56499 State of Domicile: Colorado
 9777 South Yosemite, Suite 200 Group Code: Company Type: Fraternal Benefit
 Society
 Lone Tree, CO 80124 Group Name: State ID Number:
 (800) 995-5991 ext. [Phone] FEIN Number: 84-0356870

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Assured Life Association	\$25.00	08/10/2009	29751508

SERFF Tracking Number: MUTM-126258664 State: Arkansas
 Filing Company: Assured Life Association State Tracking Number: 43159
 Company Tracking Number: SHELLY KAIPUST
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
 Standard Plans
 Product Name: Individual Medicare Supplement Advertising - T01_38
 Project Name/Number: Individual Medicare Supplement Advertising/T01_38

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	09/14/2009	09/14/2009

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Status of Advertising Filing	Note To Reviewer	Shelly Kaipust	09/11/2009	09/11/2009

SERFF Tracking Number: MUTM-126258664 *State:* Arkansas
Filing Company: Assured Life Association *State Tracking Number:* 43159
Company Tracking Number: SHELLY KAIPUST
TOI: MS051 Individual Medicare Supplement - *Sub-TOI:* MS051.001 Plan A
Standard Plans
Product Name: Individual Medicare Supplement Advertising - T01_38
Project Name/Number: Individual Medicare Supplement Advertising/T01_38

Disposition

Disposition Date: 09/14/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: MUTM-126258664 *State:* Arkansas
Filing Company: Assured Life Association *State Tracking Number:* 43159
Company Tracking Number: SHELLY KAIPUST
TOI: MS051 Individual Medicare Supplement - *Sub-TOI:* MS051.001 Plan A
Standard Plans
Product Name: Individual Medicare Supplement Advertising - T01_38
Project Name/Number: Individual Medicare Supplement Advertising/T01_38

Note To Reviewer

Created By:

Shelly Kaipust on 09/11/2009 04:45 PM

Last Edited By:

Stephanie Fowler

Submitted On:

09/14/2009 11:36 AM

Subject:

Status of Advertising Filing

Comments:

Could you please provide the status of this advertising filing that was submitted on August 10, 2009?

Your further consideration of this filing will be appreciated.

SERFF Tracking Number: MUTM-126258664 State: Arkansas
 Filing Company: Assured Life Association State Tracking Number: 43159
 Company Tracking Number: SHELLY KAIPUST
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
 Standard Plans
 Product Name: Individual Medicare Supplement Advertising - T01_38
 Project Name/Number: Individual Medicare Supplement Advertising/T01_38

Form Schedule

Lead Form Number: T01_38

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 09/14/2009	T01_38	Advertising Newspaper Ad	Initial			T01_38.pdf

Affordable Medicare Supplement Plans Now Available in [State]

Call Today For A Free Rate Quote!

[Agent's Agency Name]
[Agent Name]
[Agent's Phone Number]

Supplement Your Medicare Benefits With Additional Insurance.

Underwritten by:



ASSURED LIFE ASSOCIATION

A Fraternal Benefit Society

8000 E. Maplewood Ave.,
Suite 105
Greenwood Village, CO 80111
www.DenverWoodmen.com

ASSURED LIFE ASSOCIATION MEDICARE SUPPLEMENT RATES

[STATE, ZIP CODE(S)]	MONTHLY PREMIUM*		
	Age	Plan [Name]	Plan [Name]
	[AGE]	[\$RATE]	[\$RATE]

*[Appropriate State Rate Disclosure]

This is a solicitation of insurance and an insurance agent may contact you by telephone.

Neither Assured Life Association nor its Medicare supplement insurance certificates are connected with or endorsed by the U.S. government or the federal Medicare program. Medicare supplement insurance certificate forms MTA1, MTA2, MTA3, MTA4, MTA5, MTA6. These certificates have exclusions, reductions and limitations.

SERFF Tracking Number: MUTM-126258664 State: Arkansas
Filing Company: Assured Life Association State Tracking Number: 43159
Company Tracking Number: SHELLY KAIPUST
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Individual Medicare Supplement Advertising - T01_38
Project Name/Number: Individual Medicare Supplement Advertising/T01_38

Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Memo of Variable Material	Accepted for Informational Purposes	Date: 09/14/2009
Comments:		
Attachment: T01_38 (MoV).pdf		

VARIABLE MATERIAL FOR ADVERTISING FORM T01_38

The following information in the aforementioned advertisement is bracketed to denote variable material.

Section
Header

Explanation

Input State where plans are approved.

**Affordable Medicare
Supplement Plans
Now Available in
[State]**

Rate Chart

Header Rows:

1. Column 1 – Input State or ZIP code(s) where plans are approved.
2. Columns 2 and 3 – Input plans approved in State or ZIP code(s).

Bottom Rows:

1. Column 2 – Input Age 65 or older
2. Columns 3 & 4 - Input corresponding rate for plans chosen.

Disclosure

The appropriate disclosure will be listed for each state.

AL – Sample Base Rates; Female rates (male rates may be higher); Nontobacco-user rates (tobacco-user rates may be higher); Rates are subject to change and vary by ZIP code

OH, VA – Sample Base Rates; Female rates (male rates may be higher); Nontobacco-user rates (tobacco-user rates may be higher); Rates are subject to change and vary by ZIP code.

WV – Sample Base Rates; Female rates (male rates may be higher); Nontobacco-user rates (tobacco-user rates may be higher); Rates are subject to change.