

SERFF Tracking Number: UTAC-126280482 State: Arkansas  
Filing Company: Continental General Insurance Company State Tracking Number: 43333  
Company Tracking Number: CGI GASBG-12-0001-NL  
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
Product Name: Medicare Supplement  
Project Name/Number: Medicare Supplement Reply Card/GASBG-12-0001-NL

## Filing at a Glance

Company: Continental General Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: UTAC-126280482 State: Arkansas  
TOI: MS06 Medicare Supplement - Other SERFF Status: Closed-Withdrawn State Tr Num: 43333  
Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: CGI GASBG-12-0001-NL State Status: Withdrawn  
Other  
Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
Disposition Date: 09/28/2009  
Authors: Jackie Cunningham, Melissa MacLaurin  
Date Submitted: 08/26/2009 Disposition Status: Withdrawn  
Implementation Date: Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

## General Information

Project Name: Medicare Supplement Reply Card

Project Number: GASBG-12-0001-NL

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 09/28/2009

Deemer Date:

Submitted By: Jackie Cunningham

Filing Description:

The enclosed advertisement is submitted for your review and approval. The form is new and does not replace any forms previously approved by your department. The advertisement will be used by our agents to market various policies that have been approved in your state.

Please note that this advertisement is being filed simultaneously for each company shown on the advertisement.

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

Jackie Cunningham, Compliance Analyst jccunningham@gafri.com  
 11200 Lakeline Boulevard, Suite 100 816-246-6202 [Phone]  
 P. O. Box 26580 512-451-0357 [FAX]  
 Austin, TX 78755-0580

### Filing Company Information

Continental General Insurance Company CoCode: 71404 State of Domicile: Ohio  
 11200 Lakeline Blvd., Suite 100 Group Code: 84 Company Type: Life & Health  
 P. O. Box 26580 Group Name: State ID Number:  
 Austin, TX 78755-0580 FEIN Number: 47-0463747  
 (800) 880-8824 ext. [Phone]

## Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Continental General Insurance Company	\$25.00	08/26/2009	30123694

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Withdrawn	Stephanie Fowler	09/28/2009	09/28/2009

### Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending	Stephanie	09/25/2009	09/25/2009			
Industry	Fowler					
Response						

### Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Withdraw Filing	Note To Reviewer	Jackie Cunningham	09/28/2009	09/28/2009

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## **Disposition**

Disposition Date: 09/28/2009

Implementation Date:

Status: Withdrawn

Comment:

Rate data does NOT apply to filing.

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<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	Reply Card	Withdrawn	No

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## Objection Letter

Objection Letter Status Pending Industry Response  
Objection Letter Date 09/25/2009  
Submitted Date 09/25/2009  
Respond By Date 10/26/2009

Dear Jackie Cunningham,

This will acknowledge receipt of the captioned filing.

### Objection 1

- Reply Card, GASBG-12-0001-NL (Form)

Comment: AR R&R 41 Guideline 7-A (19) requires that a lead generating devise must include a statement that an agent will call if such is the case.

Please feel free to contact me if you have questions.

Sincerely,

Stephanie Fowler

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**Note To Reviewer**

**Created By:**

Jackie Cunningham on 09/28/2009 08:12 AM

**Last Edited By:**

Jackie Cunningham

**Submitted On:**

09/28/2009 08:12 AM

**Subject:**

Withdraw Filing

**Comments:**

An error has been discovered in the advertisement, and we request that the form be withdrawn from further consideration. It will be resubmitted at a later date. Thank you for your time.

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## Form Schedule

**Lead Form Number: GASBG-12-0001-NL**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Withdrawn 09/28/2009	GASBG- 12-0001-NL	Advertising	Reply Card	Initial		0.000	GASBG-12-0001-NL (8-18-09).pdf

# YES! Please send information on the following:

This is a solicitation for insurance. An insurance agent will contact you.

NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

BEST TIME TO CALL \_\_\_\_\_

All Medicare Supplement Plans are available to persons eligible for Medicare because of disability. These policies have exclusions, limitations, reduction of benefits and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage call or write your insurance agent or the company. Great American Supplemental Benefits Group, its companies, nor its agents are not connected with or endorsed by the U.S. government or the Federal Medicare Program. Each insurer has sole financial responsibility for its own products. Do not send any money. You must first complete an application to obtain benefits. THESE POLICIES PROVIDE LIMITED BENEFITS.

GASBG-12-0001-NL

Medicare Supplement<sup>1</sup> insurance to fill the gaps in your Medicare coverage.

How can **Annuities**<sup>2</sup> protect and continue the growth of your savings.

Other supplemental health insurance products such as **Cancer Insurance**<sup>3</sup> or **Accident**<sup>3</sup> protection.

<sup>1</sup> Available with Central Reserve Life, Continental General, Great American Life<sup>®</sup>, Loyal American Life<sup>®</sup>, United Teacher Associates and Provident American Life & Health Insurance Companies.

<sup>2</sup> Available with Great American Life Insurance Company.

<sup>3</sup> Available with United Teacher Associates Insurance Company.



Supplemental Benefits Group

#### Our Companies include:

Central Reserve Life Insurance Company  
Continental General Insurance Company  
Great American Life Insurance Company<sup>®</sup>  
Loyal American Life Insurance Company<sup>®</sup>  
Provident American Life & Health Insurance Company  
United Teacher Associates Insurance Company

8/18/09