

SERFF Tracking Number: AMLC-126417337 State: Arkansas
Filing Company: United American Insurance Company State Tracking Number: 44320
Company Tracking Number: AD-248
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Medicare Supplement Print Ads
Project Name/Number: Medicare Supplement Print Ads/AD-248

Filing at a Glance

Company: United American Insurance Company

Product Name: Medicare Supplement Print Ads SERFF Tr Num: AMLC-126417337 State: Arkansas

TOI: MS06 Medicare Supplement - Other SERFF Status: Closed-Filed State Tr Num: 44320

Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: AD-248 State Status: Filed-Closed
Other

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Author: Mary Johnson

Disposition Date: 01/05/2010

Date Submitted: 12/11/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Print Ads

Status of Filing in Domicile: Pending

Project Number: AD-248

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: 01/05/2010

Explanation for Other Group Market Type:

State Status Changed: 01/05/2010

Deemer Date:

Created By: Mary Johnson

Submitted By: Mary Johnson

Corresponding Filing Tracking Number:

Filing Description:

Medicare Supplement Print Ads

Attached for your review and approval please find copies of the above noted advertisements;

Form(s) AD-248 & AD-249-Medicare Supplement Print Ads, which is being filed as institutional filing. This is a new submission which has never been filed and does not replace any previous filing submissions. These forms will be used by our agents as a tool to provide information to potential insured about the Medicare policies form numbers, MSA06-MSD06, MSHF06, MSF06, MSG06, MSK06 and MSL06, which have been previously approved in your state (plans and approvals vary by state).

The above noted forms are being filed in Nebraska our state of domicile and are being filed in other states as necessary,

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where the company is licensed to do business.

Company and Contact

Filing Contact Information

Mary Johnson, Compliance Analyst mjohnson@torchmarkcorp.com
 3700 S. Stonebridge Drive 214-544-5335 [Phone]
 McKinney, TX 75070 972-569-3728 [FAX]

Filing Company Information

United American Insurance Company	CoCode: 92916	State of Domicile: Nebraska
P.O. Box 8080	Group Code: 290	Company Type: Life and Health
McKinney, TX 75070-8080	Group Name: Liberty National	State ID Number:
(972) 529-5085 ext. [Phone]	FEIN Number: 73-1128555	

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United American Insurance Company	\$50.00	12/11/2009	32725386

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Product Name: Medicare Supplement Print Ads
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	01/05/2010	01/05/2010

SERFF Tracking Number: *AMLC-126417337* *State:* *Arkansas*
Filing Company: *United American Insurance Company* *State Tracking Number:* *44320*
Company Tracking Number: *AD-248*
TOI: *MS06 Medicare Supplement - Other* *Sub-TOI:* *MS06.000 Medicare Supplement - Other*
Product Name: *Medicare Supplement Print Ads*
Project Name/Number: *Medicare Supplement Print Ads/AD-248*

Disposition

Disposition Date: 01/05/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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 Filing Company: United American Insurance Company State Tracking Number: 44320
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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Medicare Supplement Print Ad	Filed	Yes
Form	Medicare Supplement Print Ad	Filed	Yes

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Form Schedule

Lead Form Number: AD-248

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/05/2010	AD-248	Advertising	Medicare Supplement Print Ad	Initial		0.000	AD-248 Understanding 1209.pdf
Filed 01/05/2010	AD-249	Advertising	Medicare Supplement Print Ad	Initial		0.000	AD-249 Understanding 1209.pdf

Med-Supp Print Ad

2 Column



**Understanding the New Changes
in Medicare for [2010]**

To learn more:

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AD-248 UAI0561

3 Column



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Med-Supp Print Ad

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Date
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