

SERFF Tracking Number: MUTM-126421830 State: Arkansas
 Filing Company: Gerber Life Insurance Company State Tracking Number: 44362
 Company Tracking Number: ASHLEY COPENHAVER
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
 Standard Plans
 Product Name: Medicare Supplement Advertising - T03_210_AR
 Project Name/Number: Medicare Supplement Advertising /T03_210_AR

Filing at a Glance

Company: Gerber Life Insurance Company

Product Name: Medicare Supplement Advertising - T03_210_AR SERFF Tr Num: MUTM-126421830 State: Arkansas

TOI: MS051 Individual Medicare Supplement - Standard Plans SERFF Status: Closed-Filed-Closed State Tr Num: 44362

Sub-TOI: MS051.001 Plan A Co Tr Num: ASHLEY COPENHAVER State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler
 Author: Ashley Copenhaver Disposition Date: 01/27/2010
 Date Submitted: 12/16/2009 Disposition Status: Filed-Closed
 Implementation Date:

Implementation Date Requested:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: T03_210_AR

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 01/27/2010

Deemer Date:

Submitted By: Ashley Copenhaver

Filing Description:

NAIC # 4483-70939

FEIN # 13-2611847

Gerber Life Insurance Company

Medicare Supplement Advertising

T03_210_AR

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 01/27/2010

Created By: Ashley Copenhaver

Corresponding Filing Tracking Number:

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not

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intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

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

ac

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant
Regulatory Affairs 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

Gerber Life Insurance Company CoCode: 70939 State of Domicile: New York
1311 Mamaroneck Avenue Group Code: 4483 Company Type: Life & Health
White Plains, NY 10605 Group Name: State ID Number:
(914) 272-4000 ext. [Phone] FEIN Number: 13-2611847

Filing Fees

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

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Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Gerber Life Insurance Company	\$25.00	12/16/2009	32831749

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	01/27/2010	01/27/2010

Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Stephanie Fowler	01/21/2010	01/21/2010	Karen Howland	01/26/2010	01/26/2010

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Disposition

Disposition Date: 01/27/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	Brochure	Filed-Closed	Yes

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Objection Letter

Objection Letter Status Pending Industry Response
Objection Letter Date 01/21/2010
Submitted Date 01/21/2010
Respond By Date 02/22/2010

Dear Carly Cole,

This will acknowledge receipt of the captioned filing.

Objection 1

- Brochure, T03_210_AR (Form)

Comment: Please add the required disclosure outlined in AR Rule and Regulation 41 s 13 (G), which states "No advertisement shall be used that fails to include a disclaimer to the effect of "Not connected with or endorsed by the U.S. Government or the Federal Medicare Program."

Please feel free to contact me if you have questions.

Sincerely,

Stephanie Fowler

Response Letter

Response Letter Status Submitted to State
Response Letter Date 01/26/2010
Submitted Date 01/26/2010

Dear Stephanie Fowler,

Comments:

This letter is in response to your Objection Letter dated January 21, 2010.

Response 1

Comments: The statement is on the back page, right above the "Meet Gerber Life..." wording.

Related Objection 1

Applies To:

- Brochure, T03_210_AR (Form)

Comment:

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Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Your further review and approval of this submission will be most appreciated.

Sincerely,
Ashley Copenhaver

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Form Schedule

Lead Form Number: T03_210_AR

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 01/27/2010	T03_210_A	R	Advertising Brochure	Initial			T03_210_AR.pdf



Gerber Life
Insurance Company

2010 Medicare Supplement Insurance Plans

Plans with coverage effective dates on and after June 1.



Your Choice

Medicare pays some of your hospital and medical expenses, but not all of them. A Medicare supplemental insurance plan from Gerber Life Insurance Company may help lower your share of the costs. Plus it can pay for additional benefits that Medicare doesn't cover at all.

You Choose:

- Your doctors and specialists
- Where you want to receive care or treatment anywhere in the U.S.
- The plan that provides the benefits you need

Choose Gerber Life Today

SUPPLEMENT Your

Your Gerber Life Insurance Company Medicare supplement insurance policy helps pay some eligible expenses not paid for by Medicare Part A and Medicare Part B. **There may be charges above what Medicare and your policy pay.**

Medicare Part A Hospital Coverage

Deductible – Plans F and G pay the \$1,100 inpatient hospital deductible for each benefit period.

First 60 Days – After the Medicare Part A deductible, Medicare pays all eligible expenses for services from your first through 60th day of hospital confinement. Services include semiprivate room and board, general nursing, and miscellaneous hospital services and supplies.

Coinsurance – Plans A, F and G pay \$275 a day when you are hospitalized from the 61st through the 90th day. And, when you are in the hospital from the 91st day through the 150th day, you receive \$550 a day for each Lifetime Reserve day used.

Extended Hospital Coverage – When you are in the hospital longer than 150 days during a benefit period, and you have exhausted your 60 days of Medicare Lifetime Reserve, Plans A, F and G pay the Medicare Part A eligible expenses for hospitalization, paid at the rate Medicare would have paid, subject to a lifetime maximum benefit of an additional 365 days.

Benefit for Blood – Medicare has one calendar-year deductible for blood that is the cost of the first three pints needed. Plans A, F and G pay this deductible.

Skilled Nursing Facility Care

First 20 Days – Medicare pays all eligible expenses.

Coinsurance – Plans F and G pay up to \$137.50 a day from the 21st through the 100th day during which you receive skilled nursing care. You must enter a Medicare-certified skilled nursing facility within 30 days of being hospitalized for at least three days.

Hospice Care Benefit

Outpatient Prescription Drugs – Plans A, F and G pay \$5 per prescription for outpatient prescription drugs for pain and symptom management.

Inpatient Respite Care – Plans A, F and G pay 5% of the Medicare-approved amount for inpatient respite care (short-term care given by another caregiver, so the usual caregiver can rest).

Medicare Part B Physician's Services & Supplies

Deductible – Plan F pays the \$155 calendar-year deductible.

Coinsurance – After the Medicare Part B deductible, Plans A, F and G pay 20% of eligible expenses for physician's services and supplies, physical and speech therapy, and ambulance service.

For hospital outpatient services, the copayment amount will be paid under a prospective payment system. If this system is not used, then 20% of eligible expenses will be paid.

Excess Benefits – Your bill for Medicare Part B services and supplies may exceed the Medicare eligible expense. When that occurs, Plans F and G pay 100% of the difference, up to the charge limitation established by Medicare.

Benefit for Blood – Medicare has one calendar-year deductible for blood that is the cost of the first three pints needed. Plans A, F and G pay this deductible.

Medicare Coverage

Additional Benefit

Emergency Care Received Outside the U.S. – After you pay a \$250 calendar-year deductible, Plans F and G pay you 80% of eligible expenses for care beginning during the first 60 days of each trip up to a lifetime maximum of \$50,000. Benefits are payable for health care you need because of a covered injury or illness.

Plan Highlights

Your policy is guaranteed renewable. It cannot be canceled. It will be renewed as long as the premiums are paid on time and the information on your application is correct.

Your Medicare supplement benefits will automatically increase as Medicare deductibles and coinsurance increase. Benefits are not paid for any expense paid by Medicare.

Benefits are paid to you or to your hospital or doctor.

You have 31 days from your renewal date to pay your premium. Your policy will stay in force during this 31-day grace period.

You cannot be singled out for a rate increase, no matter how many times you receive benefits. Your premium changes when the same premium change is made on all in-force Medicare supplement policies of the same form issued to persons of your classification in the same geographic area of your state.

Your coverage begins immediately. There is no waiting period for preexisting conditions. Benefits will be paid from the time your policy is in force.

Definitions

Medicare Part A eligible expenses for hospital/skilled nursing facility care include expenses for semiprivate room and board, general nursing and miscellaneous services and supplies.

Medicare Part B eligible expenses for medical services include expenses for physicians' services, hospital outpatient services and supplies, physical and speech therapy and ambulance service.

Medicare eligible expenses are expenses of the kinds covered by Medicare Parts A and B, to the extent recognized as reasonable and medically necessary by Medicare.

A benefit period begins the first full day you are hospitalized and ends when you have not been in a hospital or skilled nursing facility for 60 days in a row.

Coinsurance is the portion of the eligible expense not paid by Medicare and paid by Gerber Life.

Exclusions and Limitations

Your Medicare supplement insurance policy will not pay for:

- any expense incurred before your Policy Date
- hospital or skilled nursing facility confinement incurred during a Medicare Part A benefit period that begins while this policy is not in force
- expense paid for by Medicare
- services for non-Medicare eligible expenses
- services for which no charge is made when there is no insurance
- loss or expense that is payable under any other Medicare supplement insurance policy or certificate

Your Gerber Life Medicare Supplement Choices *At a Glance*

Your Plan Choices

Whether you need a little or a lot of coverage, we have a Medicare supplement that meets your needs and budget. Please refer to the previous pages and your outline of coverage for details.

Every plan includes these basic benefits:

- Hospitalization: Medicare Part A coinsurance and coverage for 365 additional days after Medicare benefits end
- Hospice Care: Outpatient prescription drug co-payment and inpatient respite care coinsurance
- Medical Expenses: Medicare Part B coinsurance (generally 20%)
- Three pints of blood each year

	Plan A	Plan F	Plan G
Basic Benefits	✓	✓	✓
Skilled Nursing Coinsurance		✓	✓
Medicare Part A Deductible		✓	✓
Medicare Part B Deductible		✓	
Medicare Part B Excess		✓	✓
Foreign Travel Emergency		✓	✓

This is a brief description of your coverage. The outline of coverage must accompany this brochure. For complete information on benefits, exceptions, reductions and limitations, please read your outline of coverage and your policy.

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

Neither Gerber Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program.

Meet Gerber Life Insurance Company

Since 1967, Gerber Life Insurance Company has provided quality life insurance, especially for young families on a limited budget. As an affiliate of the Gerber Products Company, “the baby food people,” the two companies share a common goal: to help parents raise happy, healthy children.

It is also our mission to be the company parents and grandparents trust to help them achieve financial security and protection at every stage of life. By providing affordable, industry-leading juvenile life insurance, and life, accident and Medicare supplement insurance for adults, we strive to give our customers the comfort and peace of mind they deserve.



Medicare supplement insurance is underwritten by:
Gerber Life Insurance Company • 1311 Mamaroneck Avenue • White Plains, NY 10605

“We’re with you every step of the way.”