

SERFF Tracking Number: MUTM-126850592 State: Arkansas
 Filing Company: Assured Life Association State Tracking Number: 47002
 Company Tracking Number: ASHLEY WILLIAMS
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
 Standard Plans 2010
 Product Name: Medicare Supplement Advertising - T01_206_AR_0111
 Project Name/Number: Medicare Supplement Advertising/T01_206_AR_0111

Filing at a Glance

Company: Assured Life Association

Product Name: Medicare Supplement Advertising - T01_206_AR_0111

SERFF Tr Num: MUTM-126850592 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010

SERFF Status: Closed-Filed-Closed

State Tr Num: 47002

Sub-TOI: MS08I.001 Plan A 2010

Co Tr Num: ASHLEY WILLIAMS

State Status: Filed-Closed

Filing Type: Advertisement

Author: Ashley Williams

Reviewer(s): Stephanie Fowler

Date Submitted: 10/07/2010

Disposition Date: 10/15/2010

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Status of Filing in Domicile:

Project Number: T01_206_AR_0111

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: 10/15/2010

Explanation for Other Group Market Type:

State Status Changed: 10/15/2010

Deemer Date:

Created By: Ashley Williams

Submitted By: Ashley Williams

Corresponding Filing Tracking Number:

Filing Description:

NAIC #614-56499

FEIN #84-0356870

Assured Life Association

Medicare Supplement Advertising

T01_206_AR_0111

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.

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

Sincerely,

Product and Advertising Compliance
Regulatory Affairs
For questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
Email: advfilings@mutualofomaha.com

aw

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

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: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

SERFF Tracking Number: MUTM-126850592 State: Arkansas
Filing Company: Assured Life Association State Tracking Number: 47002
Company Tracking Number: ASHLEY WILLIAMS
TOI: MS081 Individual Medicare Supplement - Sub-TOI: MS081.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - T01_206_AR_0111
Project Name/Number: Medicare Supplement Advertising/T01_206_AR_0111

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Assured Life Association	\$50.00	10/07/2010	40403131

SERFF Tracking Number: MUTM-126850592 State: Arkansas
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	10/15/2010	10/15/2010

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Disposition

Disposition Date: 10/15/2010

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	Yes

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Form Schedule

Lead Form Number: T01_206_AR_0111

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 10/15/2010	T01_206_A R_0111	Advertising	Brochure	Initial			T01_206_AR_0111.pdf

2011 Medicare Supplement Insurance Plans



on your team

You can rely on an Assured Life Association Medicare supplement plan to help you protect your savings from ever-rising health care expenses. Each plan can help pay your Medicare Parts A and B charges Medicare doesn't cover.

What's more, you have:

- Seven plans from which to select the coverage that best meets your needs
- Your choice of physicians and specialists for your personalized care
- The option to use any hospital or medical facility
- Virtually no claims paperwork to file

Put an Assured Life Association plan on your team, today.

SUPPLEMENT Your

Your Assured Life Association Medicare supplement insurance certificate 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 certificate pay.**

Medicare Part A Hospital Coverage

Deductible – Plans B, C, D, F, G and N 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, B, C, D, F, G and N 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, B, C, D, F, G and N 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, B, C, D, F, G and N pay this deductible.

Skilled Nursing Facility Care

First 20 Days – Medicare pays all eligible expenses.

Coinsurance – Plans C, D, F, G and N 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, B, C, D, F, G and N pay \$5 per prescription for outpatient prescription drugs for pain and symptom management.

Inpatient Respite Care – Plans A, B, C, D, F, G and N 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 – Plans C and F pay the [\$155] calendar-year deductible.

Coinsurance – After the Medicare Part B deductible, Plans A, B, C, D, F, G and N pay 20% of eligible expenses for physician's services and supplies, physical and speech therapy, and ambulance service. With Plan N, you pay up to a \$20 copayment for an office visit and up to a \$50 copayment for an emergency room visit.

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, B, C, D, F, G and N pay this deductible.

Medicare Coverage

Additional Benefit

Emergency Care Received Outside the U.S. – After you pay a \$250 calendar-year deductible, Plans C, D, F, G and N 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 certificate 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 certificate 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 certificates 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 certificate 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 Assured Life Association.

Exclusions and Limitations

Your Medicare supplement insurance certificate will not pay for:

- any expense incurred before your Certificate Date
- hospital or skilled nursing facility confinement incurred during a Medicare Part A benefit period that begins while this certificate 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 Assured Life Association 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 B	Plan C	Plan D	Plan F	Plan G	Plan N
Basic Benefits	✓	✓	✓	✓	✓	✓	✓*
Skilled Nursing Coinsurance			✓	✓	✓	✓	✓
Medicare Part A Deductible		✓	✓	✓	✓	✓	✓
Medicare Part B Deductible			✓		✓		
Medicare Part B Excess					✓	✓	
Foreign Travel Emergency			✓	✓	✓	✓	✓

*Plan N requires up to a \$20 copayment for an office visit and up to a \$50 copayment for an emergency room visit.

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 certificate.

This is a solicitation of insurance and an agent will 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.



ASSURED LIFE
ASSOCIATION

Assured Life Association is a fraternal benefit society that exists solely for the well being of its members and their beneficiaries. The certificateholders are the company.

Our Fraternal Program is built on a foundation of community service and volunteerism that offers all members opportunities to make friends, become involved in their community and make connections that will truly last a lifetime. To learn more about what we're doing to make lives better and how you can be involved, please visit us on the Web.

Medicare supplement insurance is underwritten by:
ASSURED LIFE ASSOCIATION • A Fraternal Benefit Society • 8000 E. Maplewood Ave., Ste. 105 •
Greenwood Village, CO 80111 • www.DenverWoodmen.com

Insuring Life, Ensuring Quality of Life