

SERFF Tracking Number: AMRP-126476698 State: Arkansas  
Filing Company: American Republic Corp Insurance Company State Tracking Number: 44707  
Company Tracking Number: 09AR0532  
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010  
Standard Plans 2010  
Product Name: 2010 Save More Get More Plan F Take Ones  
Project Name/Number: 2010 Save More Get More Plan F Take Ones/09AR0532

## Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: 2010 Save More Get More Plan SERFF Tr Num: AMRP-126476698 State: Arkansas

F Take Ones

TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed State Tr Num: 44707

Standard Plans 2010

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0532 State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Disposition Date: 02/02/2010

Authors: Susan Falk, Michele

Kulish Danielson, Andrea Davey,

Kerin Overturf, Brandy Horton

Date Submitted: 01/27/2010 Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

## General Information

Project Name: 2010 Save More Get More Plan F Take Ones

Project Number: 09AR0532

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 02/02/2010

Status of Filing in Domicile: Authorized

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: 02/02/2010

Created By: Kerin Overturf

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Kerin Overturf

Filing Description:

Re Individual Medicare Supplement Advertising

Z-2496

We are enclosing the above referenced form for your review and approval. This form is new and is not intended to replace any form currently in use. This is a lead generating device that will be used in the solicitation of our Individual

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**Medicare Supplement Plans.**

If you have any questions or if I can be of assistance during your review, please feel free to contact me at 1-800-247-2190, ext. 2064.

Thank you.

**Company and Contact**

**Filing Contact Information**

Kerin Overturf, kerin.overturf@americanenterprise.com  
 601 6th Ave 515-245-2064 [Phone]  
 Des Moines, IA 50334 515-247-2469 [FAX]

**Filing Company Information**

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska  
 P O Box 2780 Group Code: 3527 Company Type: Life and Health  
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:  
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

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**Filing Fees**

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? Yes  
 Fee Explanation: 1 form @ \$50.00 = \$50.00  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	01/27/2010	33840456

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	02/02/2010	02/02/2010

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## **Disposition**

Disposition Date: 02/02/2010

Implementation Date:

Status: Filed

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>
	2010 Save More Get More Plan F Take Ones	Filed	Yes

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## Form Schedule

**Lead Form Number: Z-2496**

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 02/02/2010	Z-2496	Advertising	2010 Save More Get Initial More Plan F Take Ones				Z-2496 bracketed.pdf

## Attention Medicare Beneficiaries!

Now you can

## Save More and Get More

Plan F Medicare Supplement Insurance features:

- **No copays and no deductibles.** Unlike some Medicare plans, Medicare Supplement policies have no copays. Plan F covers the Parts A and B deductibles and coinsurance.
- **Two money-saving discounts** available
- **Freedom of choice** in doctors and hospitals

## DID YOU KNOW ...?

Medicare recommends you review your coverage every year.\* Plans change, people change. Your current coverage may no longer be the best fit for you. Perhaps you could *save money* on another Medicare Supplement insurance plan – even one that gives you *more benefits!*

## Your Agent from American Republic Corp Insurance Co. will --

- **Understand** your health insurance needs
- **Give you details** on specific benefits
- **Compare** your current coverage with an American Republic Corp plan
- **Provide you with a rate quote** so you can compare costs

**Agent: [Name]**

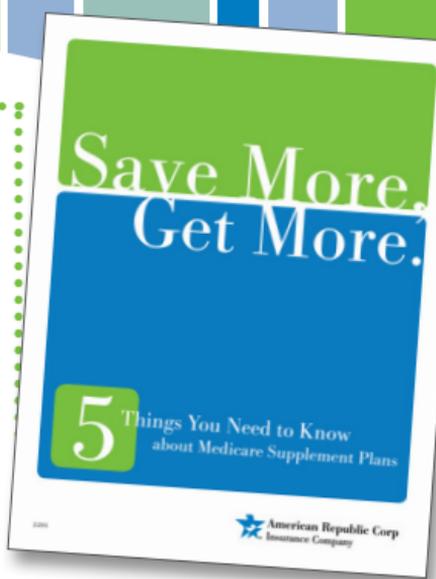
**Phone: [Number]**

\*According to *Medicare and You 2010* from the Centers for Medicare And Medicaid Services.

Z-2496

**GET YOUR FREE COPY TODAY!**

I've reserved your copy of **Save More, Get More: Five Things You Need to Know about Medicare Supplement Plans.**



Just give me a call and I'll get it to you right away.

Your copy of **Save More, Get More** will help you compare what you *have* with what you *need*. Ask yourself:

- Could my plan be more affordable?
- Am I free from unexpected medical bills?
- Do I have extra coverage to help me stay well or recover?



**Not connected with or endorsed by the U.S. government or the federal Medicare program.**

American Republic Corp Insurance Company is a wholly owned subsidiary of American Republic Insurance Company which was established in 1929. This is a solicitation of insurance and an agent may contact you. In CO, IL, KS, MO, MS, OK, OR, PA, SD and TX, coverage is available to qualified Medicare beneficiaries under age 65. In ND, please ask for details about Medicare Supplement Plans A, F, K and L. Call today for more information about the benefits, costs and limits.

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