

SERFF Tracking Number: SFCM-126468735 State: Arkansas
Filing Company: State Farm Mutual Automobile Insurance Company State Tracking Number: 44675
Company Tracking Number: MPC #92442-5, ET AL
TOI: H21 Health - Other Sub-TOI: H21.000 Health - Other
Product Name: Word Tracks
Project Name/Number: Word Tracks/MPC #92442-5, et al

Filing at a Glance

Company: State Farm Mutual Automobile Insurance Company

Product Name: Word Tracks SERFF Tr Num: SFCM-126468735 State: Arkansas
TOI: H21 Health - Other SERFF Status: Closed-Filed State Tr Num: 44675
Sub-TOI: H21.000 Health - Other Co Tr Num: MPC #92442-5, ET AL State Status: Filed-Closed
Filing Type: Form Reviewer(s): Stephanie Fowler
Author: Tammie Mills Disposition Date: 02/04/2010
Date Submitted: 01/26/2010 Disposition Status: Filed
Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: Word Tracks
Project Number: MPC #92442-5, et al
Requested Filing Mode: Review & Approval

Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 02/04/2010

Deemer Date:
Submitted By: Tammie Mills
Filing Description:
Re: Individual Health Insurance Word Tracks
NAIC #176-25178
Medicare Supplement & Long Term Care
SF Filing #: MPC #92442-5, et al

Status of Filing in Domicile: Pending
Date Approved in Domicile:
Domicile Status Comments: We are not required to file Long Term products in Illinois. The Medicare Supplement word track has been filed and is currently pending.
Market Type: Individual
Group Market Size:
Group Market Type:
Explanation for Other Group Market Type:
State Status Changed: 02/04/2010
Created By: Tammie Mills
Corresponding Filing Tracking Number:

Forms: MPC #92442-5 Medicare Supplement Word Track
MPC #92442-3 Long Term Care Word Track

<i>SERFF Tracking Number:</i>	<i>SFCM-126468735</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>State Farm Mutual Automobile Insurance Company</i>	<i>State Tracking Number:</i>	<i>44675</i>
<i>Company Tracking Number:</i>	<i>MPC #92442-5, ET AL</i>		
<i>TOI:</i>	<i>H21 Health - Other</i>	<i>Sub-TOI:</i>	<i>H21.000 Health - Other</i>
<i>Product Name:</i>	<i>Word Tracks</i>		
<i>Project Name/Number:</i>	<i>Word Tracks/MPC #92442-5, et al</i>		

Enclosed for filing on behalf of the State Farm Mutual Automobile Insurance Companies of Bloomington, Illinois is the above referenced Word Tracks.

These word tracks will be used in the State Farm Agent's office. A State Farm Agent's staff member may use these messages to contact a potential and/or current State Farm policyholder in regards to Medicare Supplement and/or Long Term coverage.

We are not required to file Long Term Care products in Illinois. The Medicare Supplement word track has been filed and is currently pending in Illinois.

Company and Contact

Filing Contact Information

Tammie Mills, Analyst	tammie.mills.csag@statefarm.com
One State Farm Plaza	309-994-0300 [Phone]
Bloomington, IL 61710-0001	

Filing Company Information

State Farm Mutual Automobile Insurance Company	CoCode: 25178	State of Domicile: Illinois
One State Farm Plaza	Group Code: 176	Company Type:
Laura Walters / Marketing D-3	Group Name:	State ID Number:
Bloomington, IL 61710	FEIN Number: 37-0533100	
(309) 763-8104 ext. [Phone]		

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	\$25.00 per form We are filing 2 forms at this time.

2 x \$25 = \$50.00

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Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
State Farm Mutual Automobile Insurance Company	\$50.00	01/26/2010	33799812

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	02/04/2010	02/04/2010

SERFF Tracking Number: SFCM-126468735 *State:* Arkansas
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Product Name: Word Tracks
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Disposition

Disposition Date: 02/04/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Health - Actuarial Justification		No
Supporting Document	Outline of Coverage		No
Form	Long Term Care Word Track	Filed	Yes
Form	Medicare Supplement Word Track	Filed	Yes

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Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 02/04/2010	MPC #92442-3	Advertising	Long Term Care Word Track	Initial			MPC #92442-3.pdf
Filed 02/04/2010	MPC #92442-5	Advertising	Medicare Supplement Word Track	Initial			MPC #92442-5.pdf

Misc.: LTC Word Track

Hi _____ this is (your name) from (Agent's full name) State Farm Agency. The reason I am calling is (Agent's first name) was reviewing your file and realized that he hasn't spoken to you about long term care. He would like to schedule a brief appointment with you to make sure you and your family are protected. When is the least hectic...mornings or afternoons?

Some rebuttal responses:

I have LTC at work:

Great! (Agent's first name) has been helping several of our customers understand the scope of their current policy and has even helped identify gaps in coverage, when can he meet with you (encourage to bring a copy of their policy)?

I have Medicare:

Great! (Agent's first name) has been helping several of our customers on Medicare understand the gaps in coverage for long term care under Medicare. When can he/she meet with you?

I don't need long term care:

(Customer's first name), I understand how you feel. However after meeting with (Agent's first name), many of our clients found that this meeting was a great educational tool for them and felt that the information was beneficial. (Agent's first name) would like to provide you with the same educational opportunity.

Long Term Care Insurance policy series 97058 (in CA, CT and IN), 97059, 97060 and 97061

State Farm Mutual Automobile Insurance Company
Bloomington, IL

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MPC #92442-3

Misc.: Medicare Supplement

May I speak with _____? This is (your name) calling with (Agent's full name), your State Farm Agent! How are you tonight?

(Agent's first name) asked me to contact you this afternoon/evening to congratulate you on your upcoming retirement! He/She also knows you may soon be researching health care options and wanted to introduce you to State Farm's Medicare Supplement policy.

(Agent's first name) was hoping to find a time he/she could meet with you to give you plan information and prices so that as you shop for your policy, you are aware of what we have to offer.

I am scheduling appointments for the next two weeks. What day and time would work best for you?

ADDITIONAL POINTS TO ADD...

- Many of our customers are not aware State Farm offers Medicare Supplement policies and have found it worth their time to meet to get the information.
- If they already have one... Many of our customers find it well worth their time to sit down with (Agent's first name) to do a side by side plan comparison to assure their policy is most beneficial to their situation.

Medicare Supplement Insurance policy series 97037, 97038, 97039 and 97041 (in DE, NY and PA) (not available in MA, NJ and RI)

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