

SERFF Tracking Number: AMFA-126555886 State: Arkansas  
Filing Company: Reliance Standard Life Insurance Company State Tracking Number: 45243  
Company Tracking Number: RSL - N-I DISCLOSURE REV. 03-10  
TOI: H21 Health - Other Sub-TOI: H21.000 Health - Other  
Product Name: RSL - N-I Disclosure Rev. 03-10  
Project Name/Number: N-I Disclosure Rev. 03-10/N-I Disclosure Rev. 03-10

## Filing at a Glance

Company: Reliance Standard Life Insurance Company

Product Name: RSL - N-I Disclosure Rev. 03-10 SERFF Tr Num: AMFA-126555886 State: Arkansas

TOI: H21 Health - Other SERFF Status: Closed-Approved- State Tr Num: 45243  
Closed

Sub-TOI: H21.000 Health - Other Co Tr Num: RSL - N-I State Status: Approved-Closed  
DISCLOSURE REV. 03-10

Filing Type: Form Reviewer(s): Rosalind Minor (FM)  
Authors: Janis Landon, Stephanie Mundt Disposition Date: 03/31/2010  
Date Submitted: 03/24/2010 Disposition Status: Approved-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: N-I Disclosure Rev. 03-10  
Project Number: N-I Disclosure Rev. 03-10  
Requested Filing Mode: Review & Approval  
Explanation for Combination/Other:  
Submission Type: New Submission  
Overall Rate Impact:

Status of Filing in Domicile: Pending  
Date Approved in Domicile:  
Domicile Status Comments:  
Market Type: Group  
Group Market Size: Small and Large  
Group Market Type: Employer, Association, Trust

Filing Status Changed: 03/31/2010

Explanation for Other Group Market Type:  
State Status Changed: 03/31/2010

Deemer Date:

Created By: Janis Landon

Submitted By: Stephanie Mundt

Corresponding Filing Tracking Number:

Filing Description:

Dear Sir/Madam:

Enclosed for your review and approval is the above referenced insert page, which will be used for new group policies/certificates issued or renewed after the Department's approval date. This form will be used with policy 9000 Rev. 03-08 and certificate 9021 Rev. 03-08, previously approved by your Department. This insert page is a new form that does not replace any other and may be included in both the certificate and policy.

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There is no impact on previously approved rates. This is just a no charge amenity offering to those covered under our insurance policies.

Nothing in this filing includes any provisions contrary to standard industry practice.

Thank you for your review of this filing. If you need anything additional, please feel free to contact me at 800-745-1112, ext. 82444, FAX 402-309-2573 or email [jlandon@ameritas.com](mailto:jlandon@ameritas.com).

Sincerely,

Janis Landon  
Senior Contract Analyst

## Company and Contact

### Filing Contact Information

Janis Landon, Senior Contract Analyst [jlandon@ameritas.com](mailto:jlandon@ameritas.com)  
475 Fallbrook Blvd. 800-745-1112 [Phone] 82444 [Ext]  
Lincoln, NE 68521 402-309-2573 [FAX]

### Filing Company Information

Reliance Standard Life Insurance Company CoCode: 68381 State of Domicile: Illinois  
2001 Market Street Group Code: 74 Company Type:  
Suite 1500 Group Name: State ID Number:  
Philadelphia, PA 19103 FEIN Number: 36-0883760  
(800) 745-6665 ext. [Phone]

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? No  
Fee Explanation:  
Per Company: No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Reliance Standard Life Insurance Company	\$50.00	03/24/2010	35132713

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Rosalind Minor (FM)	03/31/2010	03/31/2010

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## **Disposition**

Disposition Date: 03/31/2010

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Flesch Certification	Approved-Closed	Yes
<b>Supporting Document</b>	Application	Approved-Closed	Yes
<b>Supporting Document</b>	Health - Actuarial Justification	Approved-Closed	Yes
<b>Supporting Document</b>	Outline of Coverage	Approved-Closed	Yes
<b>Supporting Document</b>	Third Party Authorization	Approved-Closed	Yes
<b>Form</b>	Non-Insurance Products/Services	Approved-Closed	Yes

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## Form Schedule

### Lead Form Number: N-I Disclosure Rev. 03-10

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Approved- Closed	N-I Disclosure 03/31/2010 Rev. 03-10	Other	Non-Insurance Products/Services	Initial		50.000	N-I Disclosure- 03-18- 2010.pdf

## **Non-Insurance Products/Services**

From time to time we may arrange, at no additional cost to you or your group, for third-party service providers to provide you access to discounted goods and/or services, such as purchase of eye wear or prescription drugs. These discounted goods or services are not insurance. While we have arranged these discounts, we are not responsible for delivery, failure or negligence issues associated with these goods and services. The third-party service providers would be liable.

To access details about non-insurance discounts and third-party service providers, you may contact our customer connections team or your plan administrator.

These non-insurance goods and services will discontinue upon termination of your insurance or the termination of our arrangements with the providers, whichever comes first.

[Dental procedures not covered under your plan may also be subject to a discounted fee in accordance with a participating provider's contract and subject to state law]

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## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b>	Flesch Certification	Approved-Closed	03/31/2010
<b>Comments:</b>			
<b>Attachment:</b>			
ar-readability-rsl.pdf			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Application	Approved-Closed	03/31/2010
<b>Bypass Reason:</b>	n/a		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Health - Actuarial Justification	Approved-Closed	03/31/2010
<b>Bypass Reason:</b>	n/a		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Outline of Coverage	Approved-Closed	03/31/2010
<b>Bypass Reason:</b>	n/a		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b>	Third Party Authorization	Approved-Closed	03/31/2010
<b>Comments:</b>			
<b>Attachment:</b>			
RSL authorization.pdf			

**STATE OF ARKANSAS**  
**CERTIFICATE OF READABILITY**

INSURER:

This is to certify that the attached form(s) has achieved a Flesch Reading Ease Score of:

FORM NO:

FLESCH SCORE:

FORM NAME:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

complies with the requirements of Ark. Stat. Ann. Sections 66-3251 through 66-3258, cited as the Life and Disability Insurance Policy Language Simplification Act.

SIGNATURE: \_\_\_\_\_

TYPED NAME:

TITLE:

DATE: \_\_\_\_\_

# RELIANCE STANDARD

Life Insurance Company

a **DELPHI** company

2001 Market Street, Suite 1500  
Philadelphia, PA 19103-7090  
(267) 256-3500  
(800) 351-7500

January 2010

## ALL STATE INSURANCE DEPARTMENT PERSONNEL

Reliance Standard Life Insurance Company, Administrative Offices at 2001 Market Street, Suite 1500 Philadelphia, Pennsylvania 19103, has provided Ameritas Life Insurance Corp. with the authority to submit forms related to dental and vision insurance benefits on our behalf. Accordingly, Ameritas Life Insurance Corp. has the authority to represent us in the submission and negotiation of the approval of these forms and their accompanying rates.

In this regard the signatures of:

Gail M. Garcia  
Vice President, Group Compliance

Gary R. Raymond  
Vice President — Group Actuary

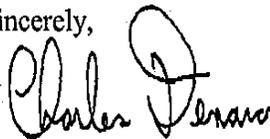
Janis Landon  
Senior Contract Analyst

Kate McCown  
Manager Group Compliance

Geri L. MeKeown  
Manager Group Compliance

when affixed to a letter or certification of intent, will be as binding as if signed by an officer of Reliance Standard Life Insurance Company.

Sincerely,



Charles Denaro  
Secretary