

SERFF Tracking Number: AMRP-126490800 State: Arkansas
Filing Company: American Republic Corp Insurance Company State Tracking Number: 44781
Company Tracking Number: 09AR0533
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: MDI Fulfillment Letter
Project Name/Number: MDI Fulfillment Letter/09AR0533

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: MDI Fulfillment Letter SERFF Tr Num: AMRP-126490800 State: Arkansas
TOI: MS06 Medicare Supplement - Other SERFF Status: Closed-Filed State Tr Num: 44781
Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: 09AR0533 State Status: Filed-Closed

Filing Type: Advertisement

Reviewers: Stephanie Fowler
Authors: Andrea Davey, Kerin Overturf, Brandy Horton
Date Submitted: 02/05/2010

Disposition Date: 03/10/2010
Disposition Status: Filed
Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: MDI Fulfillment Letter
Project Number: 09AR0533
Requested Filing Mode: Review & Approval
Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 03/10/2010

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: 03/10/2010
Created By: Andrea Davey
Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Andrea Davey

Filing Description:

Re Individual Medicare Supplement Advertising

Z-2575

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 letter is a lead generating device and will be used in the solicitation of our Individual Medicare Supplement plans.

We hope you will find this form satisfactory. If you have any questions, or if I can be of assistance during the review

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process, please feel free to contact me at 1-800-247-2190, ext. 2006.

Thank you.

Company and Contact

Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com
601 6th Ave 515-245-2006 [Phone]
Des Moines, IA 50334 515-245-2391 [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

Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? Yes
Fee Explanation: 1 advertisement @ \$25 = \$25
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$25.00	02/05/2010	34014806

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	03/10/2010	03/10/2010

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Disposition

Disposition Date: 03/10/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	MDI Fulfillment Letter	Filed	Yes

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Form Schedule

Lead Form Number: Z-2575

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/10/2010	Z-2575	Advertising	MDI Fulfillment Letter	Initial			Z-2575 Bracketed.pdf



Thank you for requesting this information.

In this package you'll find details about our most popular Medicare Supplement insurance plan.

This is the plan chosen by more than <93%*> of American Republic Corp Medicare Supplement enrollees.

For questions or enrollment assistance, **call [1-877-309-0660]**.

Dear <F_Name> <INT> <L_Name>,

If you're on Medicare, you did the right thing by requesting this information.

You probably know that, with Medicare alone, you are responsible for paying as much as 20% of your medical bills out of your own pocket. And those out-of-pocket costs can stack up quickly if you have a major illness or prolonged hospital stay.

For example, Medicare requires that you pay a Part A hospital deductible of \$1100 out of your own pocket for charges incurred during the first 60 days of hospitalization. That's just the start.

However, my point is not to scare you with all the reasons you need to have additional coverage, but rather to assure you that this coverage is available and affordable.

Keep in mind that all Medicare Supplement insurance companies in <State> offer a selection from the same group of plans. Yet, while the plans are the same, these insurance companies may vary widely in cost and the level of service they provide.

That's why you were smart to request this information from American Republic Corp Insurance Company (American Republic Corp).

With a Medicare Supplement plan from American Republic Corp, you know you can get the right balance of cost, coverage, and convenience. The enclosed brochure gives you the details about Plan J—our most popular plan. With this plan ...

- You get coverage for many of the medical expenses not covered by Medicare alone.
- You have the freedom to choose your doctors and hospitals.
- You have the freedom to see specialists without a referral.
- You get coverage for preventive care.
- You get a discount on premiums for being part of a couple.¹

(over, please)

*Based on internal reporting of Medicare supplement policies sold by American Republic Corp in [2009].

Enroll today by calling [1-877-309-0660].

- You get fast and accurate claim service—and we take care of virtually all the paperwork.
- Your coverage is guaranteed renewable for life. It will never be canceled because of your age or your health, as long as you pay your premiums on time.

Take a look at the enclosed brochure for complete details. If you find that this plan does not suit your needs, please call to find out about your other plan options.

As a Medicare beneficiary, you can count on American Republic Corp to provide you with the coverage you need at a price you can afford.

We take our role in your health care seriously and want you to have a health care solution that will provide you with the coverage you need and the peace of mind you deserve.

It's EASY to enroll. If you have questions, or if you want to enroll today, just call toll free: [1-877-309-0660], weekdays, from 8:00 a.m. to 7:00 p.m. CST.

Thank you again for your interest in the Medicare Supplement plans from American Republic Corp Insurance Company. We look forward to serving you.

Sincerely,



Brad Lindemann
Vice President

¹ A couple is defined as two people living in the same household, regardless of sex, and are recognized as being legally married, married under common law, or having a civil union.

American Republic Corp Insurance Company is a wholly owned subsidiary of American Republic Insurance Company, which was established in 1929.

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

This is a solicitation of insurance and a representative may contact you.

© [2010] American Republic Corp Insurance Company, 11808 Grant St., Omaha, NE 68164, [1-866-705-9100].

® American Republic and double eagle logo are registered marks owned by American Republic Insurance Company. Plan availability varies by state. Rates based on attained age (except in AR and MO). In CO, IL, KS, LA, MI, MN, MS, MO, NH, OK, OR, PA, SD, TX, WI, Medicare Supplement coverage is available to qualified Medicare beneficiaries under age 65. Call today for complete information about the benefits, costs and limits.

Policy Form: C-1026, C-1024; in MO, C-1026MO, C-1024MO; in NC, C-1026NC, C-1024NC; in PA, C-1026PA, C-1024PA.