

SERFF Tracking Number: AMRP-126572861 State: Arkansas
Filing Company: American Republic Corp Insurance Company State Tracking Number: 45362
Company Tracking Number: 09AR0552
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
Standard Plans 2010
Product Name: MDI Fulfillment Letter
Project Name/Number: MDI Fulfillment Letter/09AR0552

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: MDI Fulfillment Letter SERFF Tr Num: AMRP-126572861 State: Arkansas
TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 45362
Standard Plans 2010 Closed
Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0552 State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Disposition Date: 04/09/2010
Authors: Susan Falk, Michele
Kulish Danielson, Andrea Davey,
Kerin Overturf
Date Submitted: 04/06/2010 Disposition Status: Filed-Closed
Implementation Date: 04/09/2010
Implementation Date Requested: On Approval
Implementation Date:

State Filing Description:

General Information

Project Name: MDI Fulfillment Letter Status of Filing in Domicile: Authorized
Project Number: 09AR0552 Date Approved in Domicile:
Requested Filing Mode: Review & Approval 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: 04/09/2010 Explanation for Other Group Market Type:
State Status Changed: 04/09/2010
Deemer Date: Created By: Kerin Overturf
Submitted By: Kerin Overturf Corresponding Filing Tracking Number:
Filing Description:
Re Individual Medicare Supplement Advertising

Z-2584 & Z-2584RC

We are submitting the above referenced forms for your review and approval. These forms are new and are not intended to replace any forms currently in use. This is a fulfillment letter that will be sent along with a copy of our Plan F brochure. The Plan F brochure was approved under AMRP-126211350 on 08/06/2009.

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We hope you will find these forms satisfactory. If you have questions, or if I can be of assistance during the review process, please feel free to contact me. My direct number is 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

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? Yes
 Fee Explanation: 2 forms @ \$50.00 per form = \$100.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$100.00	04/06/2010	35421480

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/09/2010	04/09/2010

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Project name	Note To Filer	Stephanie Fowler	04/06/2010	04/06/2010
Product and Project Name	Note To Reviewer	Kerin Overturf	04/06/2010	04/06/2010

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Disposition

Disposition Date: 04/09/2010

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
	MDI Fulfillment Letter and Reply Card	Filed-Closed	Yes

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Note To Filer

Created By:

Stephanie Fowler on 04/06/2010 10:52 AM

Last Edited By:

Stephanie Fowler

Submitted On:

04/09/2010 03:07 PM

Subject:

Project name

Comments:

I will review this filing as is, no need to refile.

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Note To Reviewer

Created By:

Kerin Overturf on 04/06/2010 10:24 AM

Last Edited By:

Stephanie Fowler

Submitted On:

04/09/2010 03:07 PM

Subject:

Product and Project Name

Comments:

Please note that this Product/Project name should be MDI Lead Generating Letter. This will be sent to solicit our Individual Medicare Supplement plans. The Plan F brochure will not be mailed unless they return the Reply Card (Z-2584 RC) attached to this letter.

If I need to withdraw and refile this submission, please let me know. Thank you.

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Form Schedule

Lead Form Number: Z-2584

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 04/09/2010	Z-2584 & Z-2584RC	Advertising	MDI Fulfillment Letter Initial and Reply Card				Z-2584 and Z-2584RC bracketed.pdf

<First Name> <Last Name>: As a Medicare beneficiary, it's important for you to understand the limitations of your Medicare coverage. It may be even more important to understand your options for paying your portion of the costs not covered by Medicare.

This is an offer for FREE information, with absolutely no obligation.

 **American Republic Corp**
Insurance Company
11808 Grant Street
Omaha, Nebraska 68164

The **FREE information** offered here could help you **save thousands of dollars** on many of the out-of-pocket expenses not covered by Medicare.

Call now to get your FREE Information Kit.
There is no obligation. <Phone>

<Or visit www.ar-medicare.com/xxxx and enter Priority Code: 00000>

Dear <First Name> <Last Name>,

As a Medicare beneficiary, you probably know that Medicare, alone, doesn't pay for all of your medical expenses. You are responsible to pay the portion of the costs not covered by Medicare.

If you don't have a plan for paying the costs not covered by Medicare—or if you're paying too much for your current coverage, this FREE INFORMATION could provide the solution you need.

Just call <Phone> to get your American Republic Corp Insurance Company (American Republic Corp) FREE Information Kit with absolutely no obligation.

Your American Republic Corp FREE Information Kit not only will explain some of the limitations of Medicare that you may not be aware of ... it also will give you details about affordable coverage that can give you the peace of mind you deserve—while providing the additional coverage you need.

Consider this: Medicare requires that you pay a Part A hospital deductible of <\$1,100> out of your own pocket for charges incurred during the first 60 days of hospitalization. That's just the start.

**Maybe you can afford those out-of-pocket costs.
But even if you can, why should you?**

Because Medicare pays only a portion of your doctor and hospital bills, chances are you'll want to consider additional coverage. And when it comes to Medicare Supplement insurance plans, every over, please ...

The FASTEST WAY to get your FREE Information Kit is to call toll free:

<Phone> <8 a.m. to 7 p.m., Mon. – Fri. CT>

<Or visit www.ar-medicare.com/xxxx and enter Priority Code: 00000>

Z-2584

42560-03a

Call today, or return this form to request your FREE Information Kit.

<First Name> <Last Name>
<Address 1>
<Address 2>
<City> <ST> <ZIP>

Phone No.: (____) _____

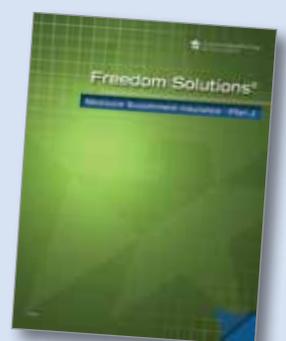
Email _____

By providing your email address, you are opting-in to further communication from American Republic Corp.

Z-2584 RC

<Person ID> <BRC Code>

**YES! Send my
American Republic
Corp FREE
Information Kit, with
no obligation.**



 **American Republic Corp**
Insurance Company

company offers you a selection from the SAME group of standardized plans. The differences are often found in their plan rates, the level of service they provide, and how responsive they are to your specific needs.

When you have an American Republic Corp Medicare Supplement plan ...

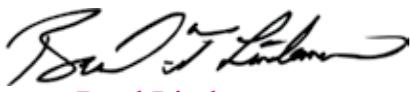
- **You'll have the freedom** to keep your current doctor, there are no referrals and no networks.
- **You'll get additional coverage** for many of the expenses that Medicare does not pay.
- **You'll have a choice** of plans that fits your needs ... and your budget. Our rates are among the lowest Medicare Supplement rates.

**The first step is to get the information you need to compare your options.
It's FREE. It's EASY. And there is absolutely no obligation.**

Once you get your FREE INFORMATION KIT, you can look it over, at your leisure, in the privacy of your home. Compare the advantages of American Republic Corp to other plans you may be considering, and make the choice that's right for you.

Please call <Phone> today to get your American Republic Corp Medicare Supplement FREE Information Kit. I look forward to hearing from you.

Sincerely,

<  >

<Brad Lindemann>

<Vice President>

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.

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® 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, MO, MS, NH, OK, OR, PA, SD, TX and WI, Medicare Supplement coverage is available to qualified Medicare beneficiaries under age 65. Call today for more information about the benefits, costs and limits.

Policy Form: A3101AC; in MO, A3101AC-MO; in NC, A3101AC-NC; in PA, A3101AC-PA; in TN, A3101AC-TN; in WI, A3101AC-WI Endorsements R4815AC, R4816AC, R4817AC, R4818AC, R4819AC

Z-2584

[19 114 3275 0210-US]

The fastest way to get this FREE INFORMATION is to call toll free.

<Phone>

<8 a.m. to 7 p.m., Mon. – Fri. CT>

There is NO OBLIGATION.