

SERFF Tracking Number: AMRP-126575009 State: Arkansas  
Filing Company: American Republic Corp Insurance Company State Tracking Number: 45376  
Company Tracking Number: 09AR0551  
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/09AR0551

## Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: MDI Fulfillment Letter SERFF Tr Num: AMRP-126575009 State: Arkansas  
TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 45376  
Standard Plans 2010 Closed  
Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0551 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: 04/07/2010 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: 09AR0551 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-2588

We are submitting 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 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: \$50.00  
 Retaliatory? Yes  
 Fee Explanation: 1 form @ \$50.00 per form  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	04/07/2010	35456908

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## Correspondence Summary

### Dispositions

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

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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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<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	MDI Fulfillment Letter	Filed	Yes

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## Form Schedule

**Lead Form Number: Z-2588**

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 04/09/2010	Z-2588	Advertising	MDI Fulfillment Letter	Initial			Z-2588 bracketed.pdf



**Thank you** for requesting this information.

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

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 F—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.<sup>1</sup>

(over, please)

**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. CT.>

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]

<sup>1</sup> 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, MO, PA, SD, TX and 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: A3101AC; in MO, A3101AC-MO; in NC, A3101AC-NC; in PA, A3101AC-PA; in TN, A3101AC-TN.