

SERFF Tracking Number: AMRP-126606580 State: Arkansas
Filing Company: American Republic Corp Insurance Company State Tracking Number: 45541
Company Tracking Number: 09AR0560
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
Standard Plans 2010
Product Name: ARS Plan F 66-74 Postcard
Project Name/Number: ARS Plan F 66-74 Postcard/09AR0560

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: ARS Plan F 66-74 Postcard SERFF Tr Num: AMRP-126606580 State: Arkansas
TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 45541
Standard Plans 2010 Closed
Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0560 State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Author: Andrea Davey Disposition Date: 05/14/2010
Date Submitted: 04/29/2010 Disposition Status: Filed-Closed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: ARS Plan F 66-74 Postcard Status of Filing in Domicile: Authorized
Project Number: 09AR0560 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: 05/14/2010 Explanation for Other Group Market Type:
State Status Changed: 05/14/2010
Deemer Date: Created By: Andrea Davey
Submitted By: Andrea Davey Corresponding Filing Tracking Number:
Filing Description:
Re Individual Medicare Supplement Advertising

Z-2550

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: \$50.00
 Retaliatory? Yes
 Fee Explanation: \$50/advertisement = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	04/29/2010	36065919

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	05/14/2010	05/14/2010

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Disposition

Disposition Date: 05/14/2010

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
	ARS Plan F 66-74 Postcard	Filed	Yes

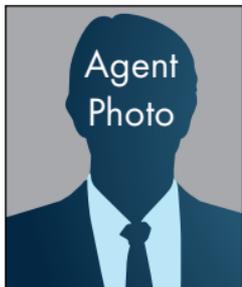
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Form Schedule

Lead Form Number: Z-2550

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 05/14/2010	Z-2550	Advertising	ARS Plan F 66-74 Postcard	Initial			Z-2550 Bracketed.pdf

UPDATE: 2010 Medicare Costs



[Agent Name]
[123 Street Address]
[City, ST 12345-6789]



Important changes were recently implemented in Medicare.
Please call [1-XXX-XXX-XXXX] to see what this means to you and your budget.

[Sample A. Sample]
[123 Any Street]
[City, ST 12345-6789]



Dear Sample A. Sample,

Please call me at [1-XXX-XXX-XXXX] – especially if you've been covered by your current Medicare supplement insurance plan for a few years.

Recent benefit, deductible and co-payment changes in Medicare have now been implemented. As a result, your current Medicare supplement insurance plan may now leave you responsible for an even bigger portion of your doctor and medical bills.

How does your current coverage work with the changes in Medicare?

Could you stay more in control of your medical decisions while paying less for your Medicare supplement insurance plan?

I'd like to help you with the answers to these important questions. Please call [1-XXX-XXX-XXXX] to see how recent Medicare changes impact you and your budget.

Sincerely,

[agent signature]

Agent Name

IMPORTANT: This costs you NOTHING and could save you hundreds of dollars. So please call [1-XXX-XXX-XXXX] and I can tell you more about the benefits, costs and limits.

This is a solicitation of insurance and an agent may contact you.

Not connected with or endorsed by the United States government or the federal Medicare program.

© [2010] American Republic Corp Insurance Company, Omaha, Nebraska 68164 1-866-705-9100

Forms: A3101AC; in MO, A3101AC-MO; in OK, A3101AC-OK, in PA, A3101-PA; in TN A3101AC-TN

Z-2550

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