

SERFF Tracking Number: AMRP-126625646 State: Arkansas
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 45647
 Company Tracking Number: 09AR0556
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
 Standard Plans 2010
 Product Name: Couples Discount Plan F Fulfillment Guide
 Project Name/Number: Couples Discount Plan F Fulfillment Guide/09AR0556

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Couples Discount Plan F SERFF Tr Num: AMRP-126625646 State: Arkansas
 Fulfillment Guide

TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 45647
 Standard Plans 2010 Closed

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0556 State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler
 Author: Andrea Davey Disposition Date: 05/27/2010
 Date Submitted: 05/12/2010 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Couples Discount Plan F Fulfillment Guide

Status of Filing in Domicile: Authorized

Project Number: 09AR0556

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: 05/27/2010

Explanation for Other Group Market Type:

State Status Changed: 05/27/2010

Deemer Date:

Created By: Andrea Davey

Submitted By: Andrea Davey

Corresponding Filing Tracking Number:

Filing Description:

Re Individual Medicare Supplement Advertising

Z-2572

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.

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We hope you will find this form satisfactory. If you have any questions, or if I can be of assistance during the review 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/filing
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	05/12/2010	36448604

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	05/27/2010	05/27/2010

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Disposition

Disposition Date: 05/27/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: Z-2572

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 05/27/2010	Z-2572	Advertising	Couples Discount Plan F Fulfillment Guide	Initial			Z-2572 Bracketed.pdf

Questions? It's easy to reach us...

To learn more about how Freedom Solutions Plan F can help you save on Medicare supplement premiums.

- Call toll free at [X-XXX-XXX-XXXX].
- Send an email to [agent email address]

A sales representative can give you a rate quote and there's no pressure or obligation.

About American Republic Corp Insurance Company

Protection from a Financially Strong Company

American Republic Corp Insurance Company is a wholly owned subsidiary of American Republic Insurance Company, a company that delivers customized health care solutions at an affordable price to individuals and families across the nation.

Founded in 1929, American Republic Insurance Company has established a proven track record in providing exceptional insurance solutions.



*Based on comparison of competitive discount programs

**In ND and TX, preferred rates are for non-tobacco users

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

This is a solicitation of insurance and an agent may contact you. In CO, IL, KS, MO, MS, OK, OR, PA, SD, and TX, coverage is available to qualified Medicare beneficiaries under age 65. In ND, please ask for details about Medicare supplement plans A, F, K and L. Call today for more information about the benefits, costs, and limits. Plan availability varies by state.

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Forms: A3101AC; in MO, A3101AC-MO; in NC, A3101AC-NC; in OK, A3101AC-OK; in OR, A3101AC-OR; in PA, A3101AC-PA; in TN, A3101AC-TN; in TX, A3100AC- TX (Plan A), A3101AC-TX (Plan F), A3102AC-TX (Plan A underage 65)

Z-2572

[17 114 3258 0410 US]



Simply being part of a couple really pays off... up to 16%!

Ready to start saving? Here's how...





Simply being part of a couple really pays off

Simply being part of a couple earns you additional savings – up to 16% – regardless of whether you both sign up for coverage with American Republic Corp. It's one of the best on the market* and best of all once you are approved for this discount, you'll continue to save, even if your health or circumstances change over the years.

Introducing Medicare Supplement Insurance – Freedom Solutions Plan F with Couples Discount

Freedom Solutions Plan F from American Republic Corp Insurance Company offers the most comprehensive coverage available, with benefits ranging from doctors care to hospital stays. The plan starts with economical rates designed to be easy on your budget, then offers you a great discount to make the plan even more affordable - a couples discount.



How do I know if we qualify?

You're eligible for the discount if this definition applies to you:

A couple is defined as two people who are recognized as being legally married, married under common law or having a civil union.

If this is you, give an American Republic Corp sales representative a **call toll free [X-XXX-XXX-XXXX]** for a rate quote right over the phone. There's no pressure or obligation.

In good health? Save even more!

Studies show when you are part of a couple you take care of one another which means you should live longer, healthier lives. This could earn you additional savings with our preferred rates for good health.** Nearly 70 percent of people who apply for this discount are approved! You may qualify for this discount if you:

- ✓ Have not used tobacco products in the past two years.
- ✓ Are not a diabetic controlled by diet or oral medications.
- ✓ Take fewer than three maintenance prescriptions, such as heart or asthma medications.

And like the couples discount, you'll continue to save, even if your health or circumstances change over the years

