

SERFF Tracking Number: AMRP-126627934 State: Arkansas
Filing Company: American Republic Corp Insurance Company State Tracking Number: 45665
Company Tracking Number: 09AR0554
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
Standard Plans 2010
Product Name: Couples Discount Plan F Postcard 'For Better or Worse'
Project Name/Number: Couples Discount Plan F Postcard 'For Better or Worse'/09AR0554

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Couples Discount Plan F SERFF Tr Num: AMRP-126627934 State: Arkansas

Postcard 'For Better or Worse'

TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 45665

Standard Plans 2010 Closed

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0554 State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Author: Andrea Davey

Disposition Date: 05/27/2010

Date Submitted: 05/13/2010

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Couples Discount Plan F Postcard 'For Better or Worse' Status of Filing in Domicile: Authorized

Project Number: 09AR0554

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-2571

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 = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	05/13/2010	36487874

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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-2571

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 05/27/2010	Z-2571	Advertising	Couples Discount Plan F Postcard 'For Better or Worse'	Initial			Z-2571 Bracketed.pdf

For Better or
For Worse...



 American Republic Corp
Insurance Company

Nobody said marriage would be easy. But did you know your 'other half' could help you save up to 16%?

You take care of each other, now let American Republic Corp Insurance Company take care of you with one of the best discounts¹ on the market.

Freedom Solutions Plan F from American Republic Corp Insurance Company offers the most comprehensive Medicare supplement insurance coverage available. Along with economical rates designed to be easy on your budget, we also offer two additional discounts:

1. Couples discount of up to 16% simply for being part of a couple² – regardless of whether both of you request coverage or not.
2. You could also receive a special preferred discount³ if you're in good health.

And best of all, once approved for these discounts, you'll continue to save even if your health or circumstances change over the years.

Get a free, no-obligation quote

To see how much you could save, **call toll-free [X-XXX-XXX-XXXX]**. As your local agent, I can tell you more about benefits, costs and limitations.

[Agent Name]

[Phone number]

1. Based on comparison of competitive discount programs.
2. A couple is defined as two people living in the same household, regardless of sex, who are recognized as being legally married, married under common law, or having a civil union.
3. 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)