

SERFF Tracking Number: BNLA-126618912 State: Arkansas
Filing Company: Bankers Life and Casualty Company State Tracking Number: 45621
Company Tracking Number: CPL-3403 WITH REPLY CARD CPL-3403-1
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Letter CPL-3403 with Reply Card CPL-3403-1
Project Name/Number: Letter CPL-3403 with Reply Card CPL-3403-1/CPL-3403 with Reply Card CPL-3403-1

Filing at a Glance

Company: Bankers Life and Casualty Company

Product Name: Letter CPL-3403 with Reply Card CPL-3403-1 SERFF Tr Num: BNLA-126618912 State: Arkansas

TOI: MS06 Medicare Supplement - Other SERFF Status: Closed-Filed-Closed State Tr Num: 45621

Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: CPL-3403 WITH REPLY CARD CPL-3403-1 State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Thomas Kimble, Janice Fron Disposition Date: 05/27/2010

Fron

Date Submitted: 05/10/2010 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Letter CPL-3403 with Reply Card CPL-3403-1

Status of Filing in Domicile: Pending

Project Number: CPL-3403 with Reply Card CPL-3403-1

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: Thomas Kimble

Submitted By: Thomas Kimble

Corresponding Filing Tracking Number:

Filing Description:

COMPANY: COLONIAL PENN LIFE INSURANCE COMPANY

FEIN # 23-1628836 NAIC # 233-62065

RE: MEDICARE SUPPLEMENT ADVERTISING

Lead Generating Devices

Letter CPL-3403-SO with Reply Card CPL-3403-SO-1

Envelope BE-CPL-3403-C

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Dear Sir or Madam:

In accordance with your state's requirements, we are filing the above captioned forms.

These mailers will be sent to prospects who will be turning age 65 within the next three to six months. It will provide an opportunity for individuals who are interested in obtaining more information concerning Medicare and Medicare Supplement insurance coverage options available through Colonial Penn Life Insurance Company, an affiliate of Bankers Life and Casualty Company.

We have submitted these forms to our home state of Pennsylvania and they are currently pending approval.

We respectfully request your favorable consideration and approval of this filing

Company and Contact

Filing Contact Information

Tom Kimble, Filing Project Leader t.kimble@banklife.com
 222 Merchandise Mart Plaza 312-396-6130 [Phone]
 19th Floor 312-396-5907 [FAX]
 Chicago, IL 60654

Filing Company Information

Bankers Life and Casualty Company CoCode: 61263 State of Domicile: Illinois
 600 West Chicago Ave Group Code: 233 Company Type:
 Chicago, IL 60654-2800 Group Name: State ID Number:
 (800) 621-3724 ext. [Phone] FEIN Number: 36-0770740

Filing Fees

Fee Required? No
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Bankers Life and Casualty Company	\$0.00	05/10/2010	

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Correspondence Summary

Dispositions

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

SERFF Tracking Number: *BNLA-126618912* *State:* *Arkansas*
Filing Company: *Bankers Life and Casualty Company* *State Tracking Number:* *45621*
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TOI: *MS06 Medicare Supplement - Other* *Sub-TOI:* *MS06.000 Medicare Supplement - Other*
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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:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 05/27/2010	CPL-3403-SO with Reply Card CPL-3403-SO-1	Advertising Letter With Reply Card	Initial			0.000	CPL-3403-SO 1.pdf
Filed-Closed 05/27/2010	BE-CPL-3403-C	Advertising Envelope	Initial			0.000	BE-CPL-3403-C(10).pdf

**There is no obligation and this guide will be provided free of charge
to anyone who requests it by phone or by mail.**

Correct any change in address here:

[Redacted area]



PRSRT STD
U.S. POSTAGE
PAID
Bankers Life
and Casualty

TRACKING CODE
458 73 19561 98976

FOR RESIDENTS AGE 64
**You may need to make your
Medicare coverage decision soon.**

Mail request by:

[Redacted area]

BE-CPL-3403-C

(01)