

SERFF Tracking Number: UTAC-126657731 State: Arkansas
Filing Company: Continental General Insurance Company State Tracking Number: 45862
Company Tracking Number: CGI-12-0003-AD-DM-GN
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Postcard Ads
Project Name/Number: Medicare Supplement Postcard Ads/CGI-12-0003-AD-DM-GN

Filing at a Glance

Company: Continental General Insurance Company

Product Name: Medicare Supplement Postcard SERFF Tr Num: UTAC-126657731 State: Arkansas

Ads

TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed State Tr Num: 45862
Sub-TOI: MS09.000 Medicare Supplement Co Tr Num: CGI-12-0003-AD-DM- State Status: Pending Additional
Other 2010 GN Fees
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Disposition Date: 06/04/2010
Authors: Jackie Cunningham,
Melissa MacLaurin
Date Submitted: 06/03/2010 Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Postcard Ads

Status of Filing in Domicile: Not Filed

Project Number: CGI-12-0003-AD-DM-GN

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: Not yet filed in domicile state

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 06/04/2010

Explanation for Other Group Market Type:

State Status Changed: 06/03/2010

Deemer Date:

Created By: Melissa MacLaurin

Submitted By: Melissa MacLaurin

Corresponding Filing Tracking Number:

Filing Description:

Continental General Insurance Company NAIC: 71404 FEIN: 47-0463747

Requesting Approval for Medicare Supplement Postcard:

Form Number Form Description

CGI-12-0003-AD-DM-GN Medicare Supplement Postcard

CGI-12-0004-AD-DM-GN Medicare Supplement Postcard

CGI-12-0005-AD-DM-GN Medicare Supplement Postcard

Postcards are to be used with Medicare Supplement policies filed under separate cover and

SERFF Tracking Number: UTAC-126657731 State: Arkansas
Filing Company: Continental General Insurance Company State Tracking Number: 45862
Company Tracking Number: CGI-12-0003-AD-DM-GN
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Postcard Ads
Project Name/Number: Medicare Supplement Postcard Ads/CGI-12-0003-AD-DM-GN

described below:

Form: Form Number: Serff Number:

Medicare Supplement Plan A-DM CGI-MS-DM-CR-A-GN UTAC-126442762

Medicare Supplement Plan F-DM CGI-MS-DM-CR-F-GN UTAC-126442762

Medicare Supplement Plan G-DM CGI-MS-DM-CR-G-GN UTAC-126442762

Medicare Supplement Plan N-DM CGI-MS-DM-CR-N-GN UTAC-126442762

- Approval 2-25-2010

Dear Analyst:

The forms described above are submitted for your review and approval.

These new 2010 Standardized plan forms will be marketed from our home office on a direct basis. The policies will be sold by home office employees and no commissions will be paid to external agents.

The postcards are new and do not replace any forms previously approved by your department. The postcards will be used with the policy forms described in this cover letter as well as any future approved plan types as they are described as variable.

Should you have any questions, please feel free to contact me at 866-459-4272, ext. 4794 or by email at mmaclaurin@gafri.com.

Sincerely,

Melissa MacLaurin,
Compliance Analyst
866-459-4272
E-mail: mmaclaurin@gafri.com

Company and Contact

Filing Contact Information

Melissa MacLaurin, Compliance Analyst mmaclaurin@gafri.com
11200 Lakeline Blvd Ste 100 512-807-4794 [Phone]
Austin, TX 78717

Filing Company Information

Continental General Insurance Company CoCode: 71404 State of Domicile: Ohio
11200 Lakeline Blvd., Suite 100 Group Code: 84 Company Type: Life & Health
P. O. Box 26580 Group Name: State ID Number:

SERFF Tracking Number: UTAC-126657731 State: Arkansas
Filing Company: Continental General Insurance Company State Tracking Number: 45862
Company Tracking Number: CGI-12-0003-AD-DM-GN
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Postcard Ads
Project Name/Number: Medicare Supplement Postcard Ads/CGI-12-0003-AD-DM-GN
Austin, TX 78755-0580 FEIN Number: 47-0463747
(800) 880-8824 ext. [Phone]

Filing Fees

Fee Required? Yes
Fee Amount: \$75.00
Retaliatory? No
Fee Explanation: \$25 X 3 = \$75
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Continental General Insurance Company	\$75.00	06/03/2010	36970225
Continental General Insurance Company	\$75.00	06/04/2010	36998271

SERFF Tracking Number: UTAC-126657731 State: Arkansas
 Filing Company: Continental General Insurance Company State Tracking Number: 45862
 Company Tracking Number: CGI-12-0003-AD-DM-GN
 TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
 Product Name: Medicare Supplement Postcard Ads
 Project Name/Number: Medicare Supplement Postcard Ads/CGI-12-0003-AD-DM-GN

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	06/04/2010	06/04/2010

Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Stephanie Fowler	06/03/2010	06/03/2010	Melissa MacLaurin	06/04/2010	06/04/2010

SERFF Tracking Number: UTAC-126657731 *State:* Arkansas
Filing Company: Continental General Insurance Company *State Tracking Number:* 45862
Company Tracking Number: CGI-12-0003-AD-DM-GN
TOI: MS09 Medicare Supplement - Other 2010 *Sub-TOI:* MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Postcard Ads
Project Name/Number: Medicare Supplement Postcard Ads/CGI-12-0003-AD-DM-GN

Disposition

Disposition Date: 06/04/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UTAC-126657731 *State:* Arkansas
Filing Company: Continental General Insurance Company *State Tracking Number:* 45862
Company Tracking Number: CGI-12-0003-AD-DM-GN
TOI: MS09 Medicare Supplement - Other 2010 *Sub-TOI:* MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Postcard Ads
Project Name/Number: Medicare Supplement Postcard Ads/CGI-12-0003-AD-DM-GN

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Statement of Variability	Filed	Yes
Form	Medicare Supplement Postcard	Filed	Yes
Form	Medicare Supplement Postcard	Filed	Yes
Form	Medicare Supplement Postcard	Filed	Yes

SERFF Tracking Number: UTAC-126657731 State: Arkansas
Filing Company: Continental General Insurance Company State Tracking Number: 45862
Company Tracking Number: CGI-12-0003-AD-DM-GN
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Postcard Ads
Project Name/Number: Medicare Supplement Postcard Ads/CGI-12-0003-AD-DM-GN

Objection Letter

Objection Letter Status Pending Industry Response
Objection Letter Date 06/03/2010
Submitted Date 06/03/2010
Respond By Date 07/05/2010

Dear Melissa MacLaurin,

This will acknowledge receipt of the captioned filing. The correct filing fee for this filing is \$150. Please submit an additional \$75.

Please feel free to contact me if you have questions.

Sincerely,
Stephanie Fowler

SERFF Tracking Number: UTAC-126657731 State: Arkansas
Filing Company: Continental General Insurance Company State Tracking Number: 45862
Company Tracking Number: CGI-12-0003-AD-DM-GN
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Postcard Ads
Project Name/Number: Medicare Supplement Postcard Ads/CGI-12-0003-AD-DM-GN

Response Letter

Response Letter Status Submitted to State
Response Letter Date 06/04/2010
Submitted Date 06/04/2010

Dear Stephanie Fowler,

Comments:

Response 1

Comments: The additional fee of \$75 has been added.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Thank you for your time,
Melissa MacLaurin

Sincerely,
Jackie Cunningham, Melissa MacLaurin

SERFF Tracking Number: UTAC-126657731 State: Arkansas
 Filing Company: Continental General Insurance Company State Tracking Number: 45862
 Company Tracking Number: CGI-12-0003-AD-DM-GN
 TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
 Product Name: Medicare Supplement Postcard Ads
 Project Name/Number: Medicare Supplement Postcard Ads/CGI-12-0003-AD-DM-GN

Form Schedule

Lead Form Number: CGI-12-0003-AD-DM-GN

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 06/04/2010	CGI-12-0003-AD-DM-GN	Advertising	Medicare Supplement Postcard	Initial			CGI-12-0003-AD-DM-GN (6-1-10).pdf
Filed 06/04/2010	CGI-12-0004-AD-DM-GN	Advertising	Medicare Supplement Postcard	Initial			CGI-12-0004-AD-DM-GN (6-1-10).pdf
Filed 06/04/2010	CGI-12-0005-AD-DM-GN	Advertising	Medicare Supplement Postcard	Initial			CGI-12-0005-AD-DM-GN (6-1-10).pdf



Turning 65 & looking forward to retirement?

But unsure of what decisions
to make regarding your
Medicare Supplement?

Let us help.

Call us direct at
[(877) 253-6909] for a quote.



Ready for retirement, but not sure how to cover your Medicare Supplement needs?

Let our home office Medicare Specialists do the work and find the plan right for you. With the brand new **Plan N** you are able to keep your familiar co-pays along with a very competitive Medicare Supplement rate.

Once you have made your decision we can complete your application over the phone in as little as 15 minutes! Plus, no need for an agent to visit your home.

Call us today at [(877) 253-6909]!

Please do not send money. You must first complete an application to obtain coverage. Please see the Outline of Coverage for a brief description of the benefits offered by each plan. Benefit exclusions and limitations may apply.

This is a solicitation for insurance. **No insurance company nor its agents are connected with or endorsed by the U.S. Government or the federal Medicare program.**

PRESORTED STD
U.S. POSTAGE
PAID
PERMIT [677]
[AUSTIN, TX]



Because you have better things to do than worry about Medicare Supplement.

Let our trained home office Medicare Specialist tell you what you need to know about the recent federal changes to 2010 Modernized Medicare Supplement plans.

**Call us today for a rate quote at
[(877) 253-6909]**

 **CONTINENTAL GENERAL
INSURANCE COMPANY**

CGI-12-0004-AD-DM-GN

6/1/10



**CONTINENTAL GENERAL
INSURANCE COMPANY**

P.O. Box 26580 | Austin, TX 78755-0580

How are you going to pay your out-of-pocket medical expenses that are left after Medicare?

Let our home office based Medicare Specialists find the right Medicare Supplement plan for your lifestyle. It may not be your idea of fun, but it's ours. Call and start saving today!

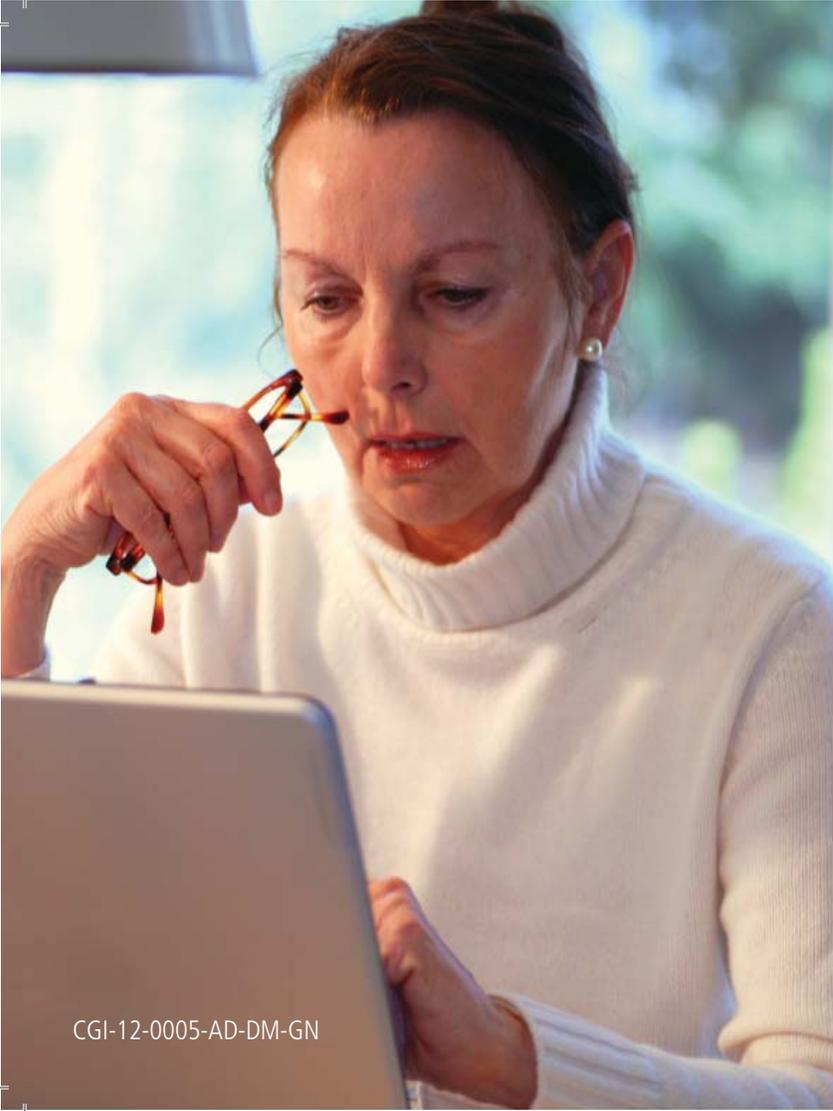
And in just fifteen minutes, we can complete your application over the phone so you can get on with your day and have a little fun yourself.

Call us today at [(877) 253-6909]!

Please do not send money. You must first complete an application to obtain coverage. Please see the Outline of Coverage for a brief description of the benefits offered by each plan. Benefit exclusions and limitations may apply.

This is a solicitation for insurance. **No insurance company nor its agents are connected with or endorsed by the U.S. Government or the federal Medicare program.**

PRESORTED STD
U.S. POSTAGE
PAID
[PERMIT 677]
[AUSTIN, TX]



CGI-12-0005-AD-DM-GN

Need help with your Medicare Supplement?

Have peace of mind from having professionals help you make your decisions about Medicare Supplement.

MEDICARE SUPPLEMENT SAMPLE RATES*

AGE	[PLAN F]		[PLAN N]	
	FEMALE	MALE	FEMALE	MALE
[68]	[\$97. ⁴¹]	[\$105. ²⁵]	[\$78. ⁸⁶]	[\$85. ¹⁷]
[70]	[\$102. ³²]	[\$112. ⁵⁸]	[\$82. ⁶²]	[\$90. ⁷⁴]
[72]	[\$107. ⁷⁴]	[\$120. ⁶⁸]	[\$86. ⁹⁶]	[\$97. ⁴¹]

Plans [A, B, C, D, F, G & N] are available

**For more information call
Continental General Insurance Company
direct at [(877) 253-6909].**



[* Preferred Plus rate class, zip codes 500-514, 516-528]



Things change. Maybe your Medicare Supplement plan should, too.

Continental General Insurance Company has been helping policy owners since 1961. Call one of our home office Medicare Specialists and let them find the right Medicare Supplement plan to fit you.

Once you have made your decision we can complete your application over the phone in as little as 15 minutes! Plus, no need for an agent to visit your home.

Call us today at [(877) 253-6909]!

Rates are illustrative only. Actual rates are based on your age, where you live, and your choice of coverage. Please do not send money. You must first complete an application to obtain coverage. Please see the Outline of Coverage for a brief description of the benefits offered by each plan. Benefit exclusions and limitations may apply.

This is a solicitation for insurance. **No insurance company nor its agents are connected with or endorsed by the U.S. Government or the federal Medicare program.**

PRESORTED STD
U.S. POSTAGE
PAID
PERMIT [677]
[AUSTIN, TX]

SERFF Tracking Number: UTAC-126657731 State: Arkansas
Filing Company: Continental General Insurance Company State Tracking Number: 45862
Company Tracking Number: CGI-12-0003-AD-DM-GN
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Postcard Ads
Project Name/Number: Medicare Supplement Postcard Ads/CGI-12-0003-AD-DM-GN

Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Statement of Variability	Filed	Date: 06/04/2010
Comments:		
Attachment: CGI-SOV-MS-2010.pdf		

**Statement of Variability
Continental General Insurance Company**

The following item is indicated as variable item in the CGI-12-0003-AD-DM-GN.

Location	Variable Items	Justification
Front and Back	[(877) 253-6909]	The telephone number has been marked variable so we might revise the phone number should it change without having to re-file the postcard.

The following item is indicated as variable item in the CGI-12-0004-AD-DM-GN.

Location	Variable Items	Justification
Front and Back	[(877) 253-6909]	The telephone number has been marked variable so we might revise the phone number should it change without having to re-file the postcard.

The following item is indicated as variable item in the CGI-12-0005-AD-DM-GN.

Location	Variable Items	Justification
Front	Sample Rates	The sample rates have been marked as variable so we can change the rates based on geographic location for the postcards.
Front	Medicare Supplement Plans [A, B, C, D, F, G, N]	The Plans have been marked as variable so we can personalize the postcard by each state – showing the plans that we have available.
Front	Asterisk	The asterisk related to the sample rates, showing the zip code information and rate class has been marked as variable to match the sample rates.
Front and Back	[(877) 253-6909]	The telephone number has been marked variable so we might revise the phone number should it change without having to re-file the postcard.