

SERFF Tracking Number: BNLA-126706854 State: Arkansas
Filing Company: Colonial Penn Life Insurance Company State Tracking Number: 46122
Company Tracking Number: CPL-3963
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: CPL-3963
Project Name/Number: CPL-3963/CPL-3963

Filing at a Glance

Company: Colonial Penn Life Insurance Company

Product Name: CPL-3963

SERFF Tr Num: BNLA-126706854 State: Arkansas

TOI: MS06 Medicare Supplement - Other

SERFF Status: Closed-Filed

State Tr Num: 46122

Sub-TOI: MS06.000 Medicare Supplement - Other

Co Tr Num: CPL-3963

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Author: Sue Novotny

Disposition Date: 07/19/2010

Date Submitted: 07/02/2010

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: CPL-3963

Status of Filing in Domicile: Pending

Project Number: CPL-3963

Date Approved in Domicile:

Requested Filing Mode:

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: 07/19/2010

Explanation for Other Group Market Type:

State Status Changed: 07/19/2010

Deemer Date:

Created By: Sue Novotny

Submitted By: Sue Novotny

Corresponding Filing Tracking Number:

Filing Description:

NAIC: 233-62065 FEIN: 23-1628836

RE: Medicare Supplement Advertising

Lead Generating Devices

Letter CPL-3963

Envelopes BLC 3265NH1 (10)

CPL-3201(5-10)

Dear Insurance Department Personnel:

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As required by your advertising guidelines, we are filing the above form for your review and approval.

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.

Your consideration and approval of the above forms would be appreciated.

Sincerely,

Sue Novotny

Company and Contact

Filing Contact Information

Novotny Sue, Product Filing Analyst s.novotny@banklife.com
600 West Chicago Ave 800-621-3724 [Phone] 66059 [Ext]
Location: CH-4B038 312-396-5907 [FAX]
Chicago, IL 60654-2800

Filing Company Information

Colonial Penn Life Insurance Company CoCode: 62065 State of Domicile: Pennsylvania
Adm. Address: 600 West Chicago Ave Group Code: 233 Company Type:
Chicago, IL 60654-2800 Group Name: State ID Number:
(312) 396-6000 ext. [Phone] FEIN Number: 23-1628836

Filing Fees

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

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Colonial Penn Life Insurance Company	\$0.00	07/02/2010	
Colonial Penn Life Insurance Company	\$150.00	07/16/2010	38090209

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	07/19/2010	07/19/2010

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	07/16/2010	07/16/2010	Sue Novotny	07/16/2010	07/16/2010

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Disposition

Disposition Date: 07/19/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Med Sup Lead Generation Letter	Filed	Yes
Form	Envelope	Filed	Yes
Form	Envelope	Filed	Yes

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Objection Letter

Objection Letter Status Pending Industry Response
Objection Letter Date 07/16/2010
Submitted Date 07/16/2010
Respond By Date 08/16/2010

Dear Novotny Sue,

This will acknowledge receipt of the captioned filing. Please submit \$150 to cover the filing fees for these forms.

Please feel free to contact me if you have questions.

Sincerely,

Stephanie Fowler

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Response Letter

Response Letter Status Submitted to State
Response Letter Date 07/16/2010
Submitted Date 07/16/2010

Dear Stephanie Fowler,

Comments:

Response 1

Comments: Thank you for your request. I have submitted the \$150 in filing fess via EFT.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Please let me know if you have any questions or need any additional information for this filing.

Thanks and have a great weekend!

Sincerely,
Sue Novotny

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Form Schedule

Lead Form Number: CPL-3963

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 07/19/2010	CPL-3963	Advertising Med Sup Lead Generation Letter	Initial		0.000	CPL-3963(5-10).pdf
Filed 07/19/2010	CPL-3201(5-10)	Advertising Envelope	Initial		0.000	CPL-3201(5-10).pdf
Filed 07/19/2010	BLC 3265NH(10))	Advertising Envelope	Initial		0.000	BLC 3265NH1(10).pdf

This Free "Medicare and Active Americans" Booklet Coupon Can Help Save Money And Undue Concern!



**Mail Your
Coupon
Today!**

[0421/0736 270 *****ECLOT**C-003]
[MR. Sample A. Sample]
[123 Any Street]
[Anytown, IL 12345-6789]
[.....]

Dear (title, last nameXXXXXXXX):

The Coupon below is important. Detach it from this letter, and mail it today in the postage-paid envelope provided.

As soon as we get your Coupon, we'll rush you a free copy of an important booklet concerning your latest Medicare Hospital and Medical benefits and deductibles. We'll mail it directly to the [last nameXX] residence.

As you'll learn by returning your Coupon promptly, this free booklet -- called ["Medicare and Active Americans"] -- contains up-to-the-minute facts and easy-to-read charts covering the benefits you are now eligible to receive under Medicare Part A (Hospital) and Part B (Medical).

And it gives some options that you should consider to get help with the bills Medicare may not cover.

Sending for this free booklet today is your chance to get answers to your questions about Medicare... and how its present system can affect your financial security.

And it will help you learn about the standardized Medicare supplement insurance plans designed to help you avoid loss.

There's no cost or obligation for this booklet. So you can only gain by detaching your Coupon and mailing it now in the postage-paid envelope, [title, last nameXXXX].

Folks who have already received this free booklet have read the good news about an easy way to help protect themselves from some of the expenses not paid for by Medicare.

You can, too! That's why we urge you to call the Information Request Line, toll-free: [1-XXX-XXX-XXXX] OR detach your Coupon and mail it today for your booklet and chart.

So mail the coupon in the postage-paid envelope today. It could help you avoid worry or possible financial loss later on.

Sincerely,
[Bankers Life and Casualty Company]

[You may also respond by visiting www.XXXX.com to order your free guide.]

Medicare Supplement Plans are available through Colonial Penn Life Insurance Company. Colonial Penn Life Insurance Company, Bankers Life and Casualty Company and their licensed agents are not affiliated with or sponsored by the Federal Medicare Program. An insurance agent may contact you.

CPL-3963

DETACH HERE AND MAIL TODAY

3963(5/10)

Free "Medicare and Active Americans" Booklet Coupon For Senior Americans

Important Facts And Chart With Up-to-Date Medicare Benefits

Please mail me a copy of the new edition of "Medicare and Active Americans" with up-to-date facts, plus charts, of my current Medicare benefits. I understand there's no cost or obligation for this service now or when an insurance agent calls to answer any questions I may have about Bankers health insurance products and about Medicare Supplement products available through Colonial Penn Life Insurance Company, and affiliate of Bankers Life and Casualty Company.

**YOURS
FREE!**



[Sample Branch Office]
[123 Any Street]
[Anytown, IL 12345-6789]
[.....]

Phone #: _____

William Tester
Hickory, NC 28602-9762

Because we value your right to privacy, your street address does not appear on this coupon. We will mail the booklet to your mailing address identified by the code that appears below.



We want to make sure you receive your free booklet!
If your home address is incorrect, please print the correction below.

Name _____

Address _____

State _____ Zip _____

BANKERS LIFE AND CASUALTY COMPANY
600 WEST CHICAGO AVE
CHICAGO, IL 60654-2800

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

Up-to-Date News for:



BOOKLET COUPON ENCLOSED

BANKERS LIFE AND CASUALTY COMPANY
600 WEST CHICAGO AVE
CHICAGO, IL 60654-2800

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

