

SERFF Tracking Number: UNAM-126692617 State: Arkansas  
 Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 46056  
 Company Tracking Number: PLCANAD\_1 6/10  
 TOI: H07I Individual Health - Specified Disease - Limited Benefit Sub-TOI: H07I.002A Dread Disease - Cancer Only  
 Product Name: Cancer Flyer  
 Project Name/Number: /

## Filing at a Glance

Company: Pennsylvania Life Insurance Company

Product Name: Cancer Flyer

SERFF Tr Num: UNAM-126692617 State: Arkansas

TOI: H07I Individual Health - Specified Disease - Limited Benefit

SERFF Status: Closed-Approved- Closed State Tr Num: 46056

Sub-TOI: H07I.002A Dread Disease - Cancer Only

Co Tr Num: PLCANAD\_1 6/10

State Status: Approved-Closed

Filing Type: Form

Author: Holly Parenti

Reviewer(s): Rosalind Minor

Date Submitted: 06/25/2010

Disposition Date: 07/16/2010

Disposition Status: Approved-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name:

Status of Filing in Domicile:

Project Number:

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: 07/16/2010

Explanation for Other Group Market Type:

State Status Changed: 07/16/2010

Deemer Date:

Created By: Holly Parenti

Submitted By: Holly Parenti

Corresponding Filing Tracking Number:

Filing Description:

Form(s)

PLCANAD\_1 6/10 Cancer Insurance Flyer

PLCANAD\_2 6/10 Cancer Insurance Flyer

PLCANAD\_3 6/10 Cancer Insurance Flyer

PLCANAD\_4 6/10 Cancer Insurance Flyer

PLCANAD\_5 6/10 Cancer Insurance Flyer

SERFF Tracking Number: UNAM-126692617 State: Arkansas  
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 46056  
Company Tracking Number: PLCANAD\_1 6/10  
TOI: H071 Individual Health - Specified Disease - Sub-TOI: H071.002A Dread Disease - Cancer Only  
Limited Benefit  
Product Name: Cancer Flyer  
Project Name/Number: /

Dear Sir or Madam:

We submit the above form for your review and approval. This advertising material will be used for our Cancer Insurance forms PL-C1 (08) AR approved by your state on January 2, 2009.

We consider this advertisement an invitation to inquire and will use it to obtain leads for our Cancer Insurance approved by your Department.

If additional information is needed, please contact me at 800-275-6667 ext. 4104522 or hparenti@uafc.com

## Company and Contact

### Filing Contact Information

Holly Parenti, hparenti@uafc.com  
P.O. Box 958465 407-628-1776 [Phone] 8531 [Ext]  
Lake Mary, FL 32795-8465

### Filing Company Information

Pennsylvania Life Insurance Company CoCode: 67660 State of Domicile: Pennsylvania  
1001 Heathrow Park Lane Group Code: 953 Company Type:  
Suite 5001 Group Name: State ID Number:  
Lake Mary, FL 32746 FEIN Number: 23-1305366  
(407) 995-8000 ext. [Phone]

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$250.00  
Retaliatory? No  
Fee Explanation: \$50.00 per ad (x5 adsd)  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pennsylvania Life Insurance Company	\$250.00	06/25/2010	37539946

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Product Name: Cancer Flyer  
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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Rosalind Minor	07/16/2010	07/16/2010

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## Disposition

Disposition Date: 07/16/2010

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UNAM-126692617 State: Arkansas  
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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification	Approved-Closed	Yes
Supporting Document	Application	Approved-Closed	Yes
Supporting Document	Health - Actuarial Justification	Approved-Closed	Yes
Supporting Document	Outline of Coverage	Approved-Closed	Yes
Form	Cancer Flyer	Approved-Closed	Yes
Form	Cancer Flyer	Approved-Closed	Yes
Form	Cancer Flyer	Approved-Closed	Yes
Form	Cancer Flyer	Approved-Closed	Yes
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## Form Schedule

### Lead Form Number: PLCANAD\_1 6/10

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Approved-Closed 07/16/2010	1 6/10	Advertising	Cancer Flyer	Initial			PLCANAD_1 6-10.pdf
Approved-Closed 07/16/2010	2 6/10	Advertising	Cancer Flyer	Initial			PLCANAD_2 6-10.pdf
Approved-Closed 07/16/2010	3 6/10	Advertising	Cancer Flyer	Initial			PLCANAD_3 6-10.pdf
Approved-Closed 07/16/2010	4 6/10	Advertising	Cancer Flyer	Initial			PLCANAD_4 6-10.pdf
Approved-Closed 07/16/2010	5 6/10	Advertising	Cancer Flyer	Initial			PLCANAD_5 6-10.pdf



PENNSYLVANIA  
LIFE INSURANCE CO.



# First Diagnosis Cancer Insurance

*from Pennsylvania Life Insurance Company,  
a member of the Universal American family of companies.*

## Simple, Valuable and Here When You Need it

We invite you to review our First Diagnosis Cancer Insurance Policy – supplemental insurance that can pay you up to \$50,000 in a lump-sum benefit upon the first diagnosis of cancer.

Exclusions and limitations: This policy does not cover any other disease or sickness or incapacity. No benefit is payable for the diagnosis of skin cancer other than malignant melanoma, unless required by state law.

*Policy Form Series PL-C1 (08). **THIS IS A LIMITED BENEFIT POLICY.**  
This is a solicitation for insurance. A licensed agent may call.*

Contact us now for complete details:



PENNSYLVANIA  
LIFE INSURANCE CO.



# First Diagnosis Cancer Insurance

*from Pennsylvania Life Insurance Company,  
a member of the Universal American family of companies.*

## Cancer Never Strikes at a Convenient Time

This year in the United States approximately 1,529,560 people are expected to be diagnosed with cancer, according to the National Cancer Institute.\*

Would you have sufficient resources to cover all expenses outside of what your health plan pays if you were diagnosed?

First Diagnosis Cancer can pay you your choice of a cash benefit of \$5,000 to \$50,000 in a lump sum at the first diagnosis of the disease.

Exclusions and limitations: This policy does not cover any other disease or sickness or incapacity. No benefit is payable for the diagnosis of skin cancer other than malignant melanoma, unless required by state law.

*\*Cancer facts and figures (2010), American Cancer Society (2010).  
Policy Form Series PL-C1 (08). **THIS IS A LIMITED BENEFIT POLICY.**  
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LIFE INSURANCE CO.



# First Diagnosis Cancer Insurance

*from Pennsylvania Life Insurance Company,  
a member of the Universal American family of companies.*

## Did You Know?

More Americans are surviving cancer or living longer with the disease than ever before.

First Diagnosis Cancer Insurance pays a one-time, lump-sum benefit of up to \$50,000 upon diagnosis of an internal cancer. This is cash paid directly to you – in addition to your regular medical insurance – that you can use to help cover cancer-related expenses such as deductibles, copayments, cancer-related travel expenses and fees to out-of-network providers.

Exclusions and limitations: This policy does not cover any other disease or sickness or incapacity. No benefit is payable for the diagnosis of skin cancer other than malignant melanoma, unless required by state law.

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PENNSYLVANIA  
LIFE INSURANCE CO.



# First Diagnosis Cancer Insurance

*from Pennsylvania Life Insurance Company,  
a member of the Universal American family of companies.*

## Introducing a Simple, Easy-to-Understand Cancer Policy

At the first diagnosis of cancer this policy will pay you 100% of your selected benefit of \$5,000 to \$50,000 in addition to what your other insurance pays.

Exclusions and limitations: This policy does not cover any other disease or sickness or incapacity. No benefit is payable for the diagnosis of skin cancer other than malignant melanoma, unless required by state law.

*Policy Form Series PL-C1 (08). **THIS IS A LIMITED BENEFIT POLICY.**  
This is a solicitation for insurance. A licensed agent may call.*

## Any Questions?

Contact us now for complete details:



PENNSYLVANIA  
LIFE INSURANCE CO.



# First Diagnosis Cancer Insurance

*from Pennsylvania Life Insurance Company,  
a member of the Universal American family of companies.*

## Cancer Insurance Doesn't Have to be Complicated.

*It just has to be there when you need it.*

First Diagnosis Cancer Insurance Policy offers a single benefit of up to \$50,000, paid in a lump sum at the first diagnosis of cancer.

First Diagnosis Cancer Insurance:

- Covers all cancers except skin cancers other than melanoma
- Pays in addition to your regular health insurance
- Offers optional riders to provide coverage for spouse and children
- Guaranteed renewable – The Company can never cancel your policy as long as you pay your premium
- Benefits paid directly to the policyholder
- Benefits may be used in any way, without restriction

Exclusions and limitations: This policy does not cover any other disease or sickness or incapacity. No benefit is payable for the diagnosis of skin cancer other than malignant melanoma, unless required by state law.

*Policy Form Series PL-C1 (08). **THIS IS A LIMITED BENEFIT POLICY.**  
This is a solicitation for insurance. A licensed agent may call.*

Contact us now for complete details:

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## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Flesch Certification	Approved-Closed	07/16/2010
<b>Bypass Reason:</b>	N/A		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Application	Approved-Closed	07/16/2010
<b>Bypass Reason:</b>	N/A		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Health - Actuarial Justification	Approved-Closed	07/16/2010
<b>Bypass Reason:</b>	N/A		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Outline of Coverage	Approved-Closed	07/16/2010
<b>Bypass Reason:</b>	N/A		
<b>Comments:</b>			