

SERFF Tracking Number: AMLC-126771695 State: Arkansas
 Filing Company: United American Insurance Company State Tracking Number: 46532
 Company Tracking Number: AD-280 ET,AL
 TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
 Product Name: Medicare Supplement Radio Ads
 Project Name/Number: Medicare Supplement Radio Ads/AD-280 et,al

Filing at a Glance

Company: United American Insurance Company

Product Name: Medicare Supplement Radio Ads SERFF Tr Num: AMLC-126771695 State: Arkansas

Ads

TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 46532

Sub-TOI: MS09.000 Medicare Supplement Other 2010 Co Tr Num: AD-280 ET,AL State Status: Filed-Closed

Filing Type: Advertisement

Author: Mary Johnson

Reviewer(s): Stephanie Fowler

Date Submitted: 08/18/2010

Disposition Date: 08/31/2010

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Radio Ads

Status of Filing in Domicile: Authorized

Project Number: AD-280 et,al

Date Approved in Domicile: 08/16/2010

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: 08/31/2010

Explanation for Other Group Market Type:

State Status Changed: 08/31/2010

Deemer Date:

Created By: Mary Johnson

Submitted By: Mary Johnson

Corresponding Filing Tracking Number:

Filing Description:

RE: Form(s)–AD-280, AD-281, AD-282 and AD-283 – Medicare Supplement Radio/Video Script Advertisement

Enclosed for your review and approval please find copies of the above mentioned advertisement, Form(s) AD-280, AD-281, AD-282 and AD-283, which are being submitted as an invitations to inquire. These scripts will be used by our agents as either a radio script or video script depending on their needs in advertising Medicare supplement insurance policies offered by United American Insurance Company. These policies have been filed and approved by your department.

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The above noted forms are being filed in Nebraska our state of domicile and are being filed in other states as necessary, where the company is licensed to do business.

Company and Contact

Filing Contact Information

Mary Johnson, Compliance Analyst mjohnson@torchmarkcorp.com
 3700 S. Stonebridge Drive 214-544-5335 [Phone]
 McKinney, TX 75070 972-569-3728 [FAX]

Filing Company Information

United American Insurance Company CoCode: 92916 State of Domicile: Nebraska
 P.O. Box 8080 Group Code: 290 Company Type: Life and Health
 McKinney, TX 75070-8080 Group Name: Liberty National State ID Number:
 (972) 529-5085 ext. [Phone] FEIN Number: 73-1128555

Filing Fees

Fee Required? Yes
 Fee Amount: \$200.00
 Retaliatory? No
 Fee Explanation: \$50.00 per advertisement x 4 = \$200.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United American Insurance Company	\$200.00	08/18/2010	38860157

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/31/2010	08/31/2010

SERFF Tracking Number: *AMLC-126771695* *State:* *Arkansas*
Filing Company: *United American Insurance Company* *State Tracking Number:* *46532*
Company Tracking Number: *AD-280 ET,AL*
TOI: *MS09 Medicare Supplement - Other 2010* *Sub-TOI:* *MS09.000 Medicare Supplement Other 2010*
Product Name: *Medicare Supplement Radio Ads*
Project Name/Number: *Medicare Supplement Radio Ads/AD-280 et,al*

Disposition

Disposition Date: 08/31/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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 Filing Company: United American Insurance Company State Tracking Number: 46532
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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Medicare Supplement Radio Ad	Filed	Yes
Form	Medicare Supplement Radio Ad	Filed	Yes
Form	Medicare Supplement Radio Ad	Filed	Yes
Form	Medicare Supplemental Radio Ad	Filed	Yes

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Form Schedule

Lead Form Number: AD-280 et,al

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/31/2010	Ad-280	Advertising	Medicare Supplement Radio Ad	Initial			AD-280 UA 30 second radio announcemen t med supp- disenrollment 0810.pdf
Filed 08/31/2010	AD-281	Advertising	Medicare Supplement Radio Ad	Initial			AD-281 UA 30 second radio announcemen t med supp- 65 0810.pdf
Filed 08/31/2010	AD-282	Advertising	Medicare Supplement Radio Ad	Initial			AD-282 UA 30 second radio announcemen t med supp- general 0810.pdf
Filed 08/31/2010	AD-283	Advertising	Medicare Supplemental Radio Ad	Initial			AD-283 UA 60 second radio announcemen t med supp- reputation 0810.pdf

United American Insurance Company
30 second spot
Title: Medicare Supplement- disenrollment

(elderly woman)

Joe, I just don't know what to do now that we don't have our Medicare Advantage plan.

(elderly man)

I know, Susan. What should we do?

(elderly woman)

Well George and Betty are always saying how dependable their Medicare Supplement coverage from United American Insurance Company is.

(elderly man)

That's right! I hear United American has been serving seniors' needs since Medicare was signed into law. It sure does sound like they know what they're doing.

(elderly woman)

Yes, it does. If we had a Medicare Supplement insurance policy with them, we would feel confident our claims would be taken care of.

(elderly man)

Susan, we need to call United American today!

(announcer)

Contact a United American Agent today at xxx-xxx-xxxx. That's xxx-xxx-xxxx.
United American Insurance Company is not connected with or endorsed by the U.S. government or the federal Medicare program. This is a solicitation for insurance. You may be contacted by an Agent representing United American Insurance Company.

United American Insurance Company
30 second spot
Title: Medicare Supplement- 65

(‘Happy Birthday’ playing in background)

Are you turning sixty-five soon? Consider a Medicare Supplement insurance policy with United American Insurance Company. All Medicare Supplement plans are standardized by the federal government, but all insurance companies are not! At United American, service is our top priority. We know you need a strong and dependable company working for you, and United American will give you the personal attention you deserve. Call xxx-xxx-xxxx. That’s xxx-xxx-xxxx.

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United American Insurance Company
30 second spot
Title: Medicare Supplement- general

(elderly woman speaking, on porch with birds chirping in background)

When I fell down my stairs, I knew something was wrong. I didn't think the financial troubles were going to be as bad as the physical pain. But I was wrong. I thought all my medical costs would be covered by Medicare, but they weren't. I was left with a big bill I couldn't pay. Then my neighbor, Nancy, told me about Medicare Supplements from United American Insurance Company.

(Nancy, elderly woman speaking)

I was in an accident a few months ago, and my Medicare Supplement insurance policy with United American helped cover some of the expenses Medicare didn't cover.

(elderly woman speaking)

Now I know the value of a Medicare Supplement plan with United American Insurance Company.

(male announcer)

Call United American today at xxx-xxx-xxxx. That's xxx-xxx-xxxx.

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United American Insurance Company
60 second spot
Title: Medicare Supplement- reputation

Are you looking for a quality Medicare Supplement provider? United American Insurance Company is here to help. United American has been serving the insurance needs of seniors since Medicare was signed into law. With more than forty years of Medicare Supplement experience, we have been recognized as a longtime leader in individual Medicare Supplement insurance policy sales*. For more than thirty consecutive years, United American has earned the A plus Superior Financial Strength Rating from A-M Best Company. That means you can expect us to be here to pay your claims. We value our commitment to local Agents and one-on-one personal attention, so you can speak to a real person when you have questions about Medicare supplements. Be protected by one of the oldest and most dependable individual Medicare Supplement providers in the nation. To learn more, contact a United American Agent at xxx-xxx-xxxx. That's xxx-xxx-xxxx.

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*NAIC Medicare Supplement Loss Ratios in 2008, Medicare Experience Report By Direct Premiums Earned For Total Individual Policies, August 2009.
(THIS WON'T BE READ, ONLY FOR LEGAL PURPOSES)