

SERFF Tracking Number: UTAC-126758770 State: Arkansas  
Filing Company: Continental General Insurance Company State Tracking Number: 46610  
Company Tracking Number: ADV-0029-GEN-DM-GN  
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010  
Product Name: Medicare Supplement Advertisements  
Project Name/Number: Medicare Supplement Advertisements/ADV-0029-GEN-DM-GN

## Filing at a Glance

Company: Continental General Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: UTAC-126758770 State: Arkansas

Advertisements

TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed- State Tr Num: 46610  
Closed

Sub-TOI: MS09.000 Medicare Supplement Co Tr Num: ADV-0029-GEN-DM- State Status: Filed-Closed  
Other 2010 GN

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler  
Disposition Date: 08/31/2010  
Authors: Jackie Cunningham,  
Melissa MacLaurin

Date Submitted: 08/25/2010 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Medicare Supplement Advertisements

Project Number: ADV-0029-GEN-DM-GN

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 08/31/2010

Status of Filing in Domicile: Authorized

Date Approved in Domicile: 08/24/2010

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 08/31/2010

Created By: Melissa MacLaurin

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Melissa MacLaurin

Filing Description:

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

Requesting Approval for Medicare Supplement Letters:

Form Number Form Description

ADV-0029-GEN-DM-GN Medicare Supplement Letter

ADV-0029-T65NTM-DM-GN Medicare Supplement Letter

ADV-0029-T65PN-DM-GN Medicare Supplement Letter

Letters are to be used with Medicare Supplement policies described below:

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Form: Form Number: Serff Number:

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

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

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

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

- Approved 2/25/2010

Will be used with approved form:

Form Number: Approval Date:

CGI-DM-MS-PROPOSAL-AR 2/2/2010

Dear Analyst:

The forms described above are submitted for your review and approval. The policies were developed for compliance with the amended NAIC Medigap model as required by the Federal Medicare Improvements for Patients & Providers Act of 2008 (MIPPA).

These new 2010 Standardized plan forms will be marketed from our home office on a direct basis, with a coverage effective date of June 01, 2010, or later. The policies will be sold by home office employees and no commissions will be paid to external agents.

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

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

## Company and Contact

### Filing Contact Information

Melissa MacLaurin, Compliance Analyst  
11200 Lakeline Blvd Ste 100  
Austin, TX 78717

mmaclaurin@gafri.com  
512-807-4794 [Phone]

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**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:
Austin, TX 78755-0580	FEIN Number: 47-0463747	
(800) 880-8824 ext. [Phone]		

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**Filing Fees**

Fee Required?	Yes
Fee Amount:	\$75.00
Retaliatory?	No
Fee Explanation:	\$25 per advertisement
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Continental General Insurance Company	\$75.00	08/25/2010	39014078
Continental General Insurance Company	\$75.00	08/31/2010	39143780

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## Correspondence Summary

### Dispositions

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

### 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	08/30/2010	08/30/2010	Melissa MacLaurin	08/31/2010	08/31/2010

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## **Disposition**

Disposition Date: 08/31/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form</b>	Medicare Supplement Letter	Filed	Yes
<b>Form</b>	Medicare Supplement Letter	Filed	Yes
<b>Form</b>	Medicare Supplement Letter	Filed	Yes

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## Objection Letter

Objection Letter Status Pending Industry Response  
Objection Letter Date 08/30/2010  
Submitted Date 08/30/2010  
Respond By Date 09/30/2010

Dear Melissa MacLaurin,

This will acknowledge receipt of the captioned filing.

The filing fees submitted are incorrect; the new rates under Rule 57 were effective January 1, 2010. Please submit \$50 for each form.

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 08/31/2010  
Submitted Date 08/31/2010

Dear Stephanie Fowler,

### Comments:

### Response 1

Comments: The additional filing fees have been added to the total amount.

### 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

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## Form Schedule

### Lead Form Number: ADV-0029-GEN-DM-GN

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/31/2010	ADV-0029- GEN-DM- GN	Advertising	Medicare Supplement Letter	Initial		0.000	ADV-0029- GEN-DM- GN.pdf
Filed 08/31/2010	ADV-0029- T65NTM- DM-GN	Advertising	Medicare Supplement Letter	Initial		0.000	ADV-0029- T65NTM-DM- GN.pdf
Filed 08/31/2010	ADV-0029- T65PN- DM-GN	Advertising	Medicare Supplement Letter	Initial		0.000	ADV-0029- T65PN-DM- GN.pdf

**RE: Medicare Supplement Policy Information**

It was a pleasure speaking with you. I am looking forward to helping you with your Medicare Supplement policy. Continental General Insurance Company is part of the Great American Family of companies and has been helping policy owners since 1961.

Enclosed you will find the information you requested. The plan we spoke about is shown as bold on the proposal for easy reference. Once you have made your selection we can complete your application over the phone in as little as 15 minutes!

Please call me directly at the home office **toll-free at [1-877-229-0293, ext. XXXX]** to get your application started or if you have any questions. We look forward to serving you with your Medicare Supplement needs.

Regards,

[Agent Name]  
Licensed Insurance Agent

This policy has exclusions and limitations. For costs and complete details of the coverage, call or write the insurance company. No insurance company, nor its agents, are connected with or endorsed by the United States government or the federal Medicare program. This is a solicitation for insurance. An insurance agent will contact you.

## **RE: Medicare Supplement Policy Information**

It was a pleasure speaking with you. I am looking forward to helping you with your Medicare Supplement policy. Continental General Insurance Company is part of the Great American family of companies and has been helping policy owners since 1961.

Being new to Medicare can be bring up many concerns, but rest assured, I am here to answer any questions you might have. Enclosed you will find the information you requested along with a flyer, Understanding Your Medicare Benefits. This flyer outlines what Medicare covers and your responsibility if you did not have a Medicare Supplement plan, which can help cover some of these costs.

The plan I have recommended is shown as bold on the proposal for easy reference. Once you have made your decision we can complete your application over the phone in as little as 15 minutes!

Please call me directly at the home office **toll-free at [1-877-229-0293, ext. XXXX]** to get your application started or if you have any questions. We look forward to serving you with your Medicare Supplement needs.

Regards,

[Agent Name]  
Licensed Insurance Agent

This policy has exclusions and limitations. For costs and complete details of the coverage, call or write the insurance company. No insurance company, nor its agents, are connected with or endorsed by the United States government or the federal Medicare program. This is a solicitation for insurance. An insurance agent will contact you.

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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!

Please call me directly at the home office **toll-free at [1-877-229-0293, ext. XXXX]** to get your application started or if you have any questions. We look forward to serving you with your Medicare Supplement needs.

Regards,

[Agent Name]  
Licensed Insurance Agent

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