

SERFF Tracking Number: UNAM-127800452 State: Arkansas  
Filing Company: Marquette National Life Insurance Company State Tracking Number: 50261  
Company Tracking Number: MQ1-81-1  
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.012 Multi-Plan 2010  
Standard Plans 2010  
Product Name: Med Supp Lead Card  
Project Name/Number: /

## Filing at a Glance

Company: Marquette National Life Insurance Company

Product Name: Med Supp Lead Card

SERFF Tr Num: UNAM-127800452 State: Arkansas

TOI: MS08I Individual Medicare Supplement -  
Standard Plans 2010

SERFF Status: Closed-Filed-  
Closed

State Tr Num: 50261

Sub-TOI: MS08I.012 Multi-Plan 2010

Co Tr Num: MQ1-81-1

State Status: Filed-Closed

Filing Type: Advertisement

Author: Holly Parenti

Reviewer(s): Stephanie Fowler

Date Submitted: 11/15/2011

Disposition Date: 11/17/2011

Disposition Status: Filed-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

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 11/17/2011

State Status Changed: 11/17/2011

Deemer Date:

Created By: Holly Parenti

Submitted By: Holly Parenti

Corresponding Filing Tracking Number:

Filing Description:

Form(s)

MQ1-81-1 Medicare Supplement Lead Piece

Dear Sir or Madam:

We submit the above form for your review and approval. This advertising material will be used for our Medicare Supplement forms approved by your state on April 22, 2010.

We consider this advertisement an invitation to inquire and will use it to obtain leads for our Medicare Supplement

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 Standard Plans 2010  
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approved by your Department.

If additional information is needed, please contact me at 800-538-1053 ext. 41045221 or hparenti@uafc.com

## Company and Contact

### Filing Contact Information

Holly Parenti, hparenti@universalamerican.com  
 P.O. Box 958465 407-444-4522 [Phone]  
 Lake Mary, FL 32795-8465

### Filing Company Information

Marquette National Life Insurance Company	CoCode: 71072	State of Domicile: Texas
1001 Heathrow Park Lane	Group Code: 953	Company Type:
Suite 5001	Group Name:	State ID Number:
Lake Mary, FL 32746	FEIN Number: 36-2641398	
(407) 995-8000 ext. [Phone]		

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## Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	\$50.00 per ad (1 ad)
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Marquette National Life Insurance Company	\$50.00	11/15/2011	53736276

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	11/17/2011	11/17/2011

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## **Disposition**

Disposition Date: 11/17/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	Med Supp Lead Card	Filed-Closed	Yes

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## Form Schedule

**Lead Form Number: MQ1-81-1**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 11/17/2011	MQ1-81-1	Advertising	Med SUpP Lead Card	Initial			MQ1-81-1.pdf

# MEDICARE OPEN ENROLLMENT INFORMATION CARD

Because you've just turned 65 - or will be soon - you will be in your Medicare Open Enrollment period. This means that you are guaranteed coverage and can choose any Medicare Supplement insurance carrier no matter what your health is. **You only have this opportunity for open enrollment once in a lifetime!** We can help you choose wisely during your open enrollment period. Making the right choice may save you money on your healthcare each year.

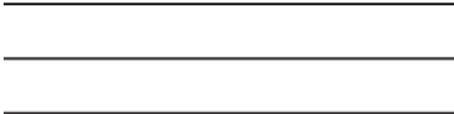
**YES!** I want to learn about Medicare benefits!

**Name:** \_\_\_\_\_

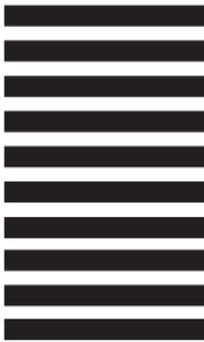
**Phone:** (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

**Marquette National Life Insurance Company.** Policy Series MMSA or MMSI. This is an advertisement for insurance. A licensed agent may contact you. This policy has limitations and exclusions. For cost and complete details return this card. Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

MQ1-81-1



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. [XXX] [ANYTOWN ST]

POSTAGE WILL BE PAID BY ADDRESSEE:

[NATIONAL REPLY CENTER]  
[PO BOX 123]  
[ANYTOWN, ST 12345-6789]

