

SERFF Tracking Number: UNAM-127821640 State: Arkansas  
Filing Company: Constitution Life Insurance Company State Tracking Number: 50263  
Company Tracking Number: CL4-03  
TOI: H071 Individual Health - Specified Disease - Limited Benefit Sub-TOI: H071.002A Dread Disease - Cancer Only  
Product Name: Cancer Lead Cards  
Project Name/Number: /

## Filing at a Glance

Company: Constitution Life Insurance Company

Product Name: Cancer Lead Cards SERFF Tr Num: UNAM-127821640 State: Arkansas  
TOI: H071 Individual Health - Specified Disease SERFF Status: Assigned State Tr Num: 50263  
- Limited Benefit

Sub-TOI: H071.002A Dread Disease - Cancer Only Co Tr Num: CL4-03 State Status: Filed-Closed

Filing Type: Form Reviewer(s): Donna Lambert

Author: Holly Parenti Disposition Date:

Date Submitted: 11/15/2011 Disposition Status:

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: 11/15/2011  
State Status Changed: 11/17/2011  
Deemer Date: Created By: Holly Parenti  
Submitted By: Holly Parenti Corresponding Filing Tracking Number:  
Filing Description:  
Form(s)  
CL4-03 Cancer Lead Card  
CL4-04 Cancer Lead Card

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 approved by your state on May 16, 2008.

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We certify that these forms comply with the provisions of 19ss10B and all applicable requirements of the Department.

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 800-538-1053 ext. 8531 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

Constitution Life Insurance Company CoCode: 62359 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: 36-1824600  
 (407) 995-8000 ext. [Phone]

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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$100.00  
 Retaliatory? No  
 Fee Explanation: \$50.00 per ad (2 ads)  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Constitution Life Insurance Company	\$100.00	11/15/2011	53740097

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Donna Lambert	11/17/2011	

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## Disposition

Disposition Date: 11/17/2011

Implementation Date: 12/19/2011

Status: Filed

Comment: In future filings, please select "Advertising" as the Filing Type. Thank you.

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification	Filed	Yes
Supporting Document	Application	Filed	Yes
Supporting Document	Health - Actuarial Justification	Filed	Yes
Supporting Document	Outline of Coverage	Filed	Yes
Form	Med Supp Lead Cards	Filed	Yes
Form	Med Supp Lead Cards	Filed	Yes

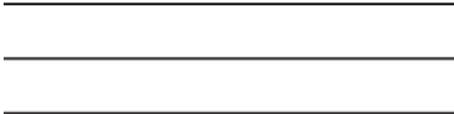
SERFF Tracking Number: UNAM-127821640 State: Arkansas  
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## Form Schedule

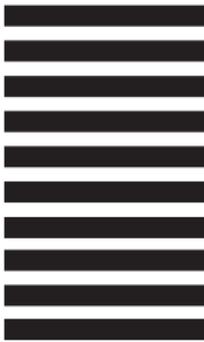
### Lead Form Number: CL4-03

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 11/17/2011	CL4-03	Advertising Med Supp Lead Cards	Initial			CL4-03.pdf
Filed 11/17/2011	CL4-04	Application/Med Supp Lead Enrollment Cards Form	Initial			CL4-04.pdf





NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. [665] [MERIDIAN MS]

POSTAGE WILL BE PAID BY ADDRESSEE:

[NATIONAL REPLY CENTER]  
[PO BOX 1638]  
[MERIDIAN, MS 39302-9905]



# WILL YOU BEAT THE ODDS OF GETTING CANCER?

Did you know that cancer will strike approximately one in two men and one in three women in America?\* Our First Diagnosis Cancer policies offer you a lump sum benefit to help pay for extra expenses you may incur following a cancer diagnosis. Fill out and return this postage paid card for more information.

**YES!** I want to receive more information.

\*\*\*\*\* AUTOOCR\*\*C 001

JOHN B. DOE

1234 ANYWHERE STREET

CITY, ST 12345-6789

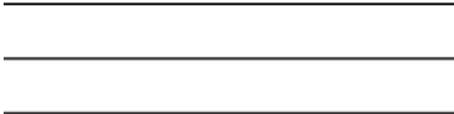
|||||

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

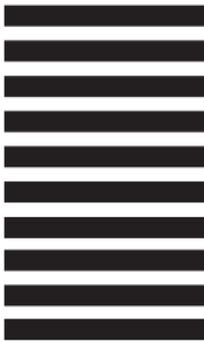
**Phone:** (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

\* Source: American Cancer Society Facts and Figures 2010., [www.cancer.org](http://www.cancer.org)

Constitution Life Insurance Company. Policy Series CL-C1 (08) **THIS IS A LIMITED BENEFIT POLICY.** This policy is subject to certain limitations and exclusions. This is a solicitation for insurance. A licensed agent may contact you. Constitution Life and its representatives are not connected with or endorsed by the U.S. Government or the Federal Medicare Program.



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## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Flesch Certification	Filed	11/17/2011
<b>Bypass Reason:</b>	N/A		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Application	Filed	11/17/2011
<b>Bypass Reason:</b>	N/A		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Health - Actuarial Justification	Filed	11/17/2011
<b>Bypass Reason:</b>	N/A		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Outline of Coverage	Filed	11/17/2011
<b>Bypass Reason:</b>	N/A		
<b>Comments:</b>			