

SERFF Tracking Number: IASL-127611690 State: Arkansas  
 Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
 Company Tracking Number: SH MS RI AR  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Shenandoah Life Insurance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
 Project Name/Number: SH MS RI AR/

## Filing at a Glance

Company: Shenandoah Life Insurance Company

Product Name: Shenandoah Life Insurance SERFF Tr Num: IASL-127611690 State: Arkansas

Company Individual A&H Rate Filing Medicare Supplement Standardized Plans

TOI: MS06 Medicare Supplement - Other SERFF Status: Closed-Approved- State Tr Num: 49700  
 Closed

Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: SH MS RI AR State Status: Approved-Closed  
 Other

Filing Type: Rate

Reviewer(s): Stephanie Fowler  
 Author: Courtney Crocker Disposition Date: 12/07/2011  
 Date Submitted: 09/01/2011 Disposition Status: Approved-Closed  
 Closed

Implementation Date Requested: 01/01/2012

Implementation Date: 01/01/2012

State Filing Description:

## General Information

Project Name: SH MS RI AR

Status of Filing in Domicile: Pending

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: 20%

Filing Status Changed: 12/07/2011

State Status Changed: 12/07/2011

Deemer Date:

Created By: Courtney Crocker

Submitted By: Courtney Crocker

Corresponding Filing Tracking Number:

Filing Description:

Shenandoah Life Insurance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans

Form Numbers: MS-AA 5-06 AR – Plan A; MS-AB 5-06 AR – Plan B; MS-AC 5-06 AR – Plan C; MS-AD 5-06 AR – Plan D; MS-AE 5-06 AR – Plan E; MS-AF 5-06 AR – Plan F; MS-AG 5-06 AR – Plan G

Rate increase requested: 20%

SERFF Tracking Number: IASL-127611690 State: Arkansas  
 Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
 Company Tracking Number: SH MS RI AR  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Sheanandoah Life Insuance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
 Project Name/Number: SH MS RI AR/  
 Filing pending in Domicile state of Virginia

## Company and Contact

### Filing Contact Information

Courtney Crocker, Compliance Analyst courtney.crocker@iasadmin.com  
 8545 126th Avenue North 727-584-0007 [Phone] 2192 [Ext]  
 Suite 200 727-584-5613 [FAX]  
 Largo, FL 33773-1502

### Filing Company Information

(This filing was made by a third party - insuranceadministrativesolutions)

Shenandoah Life Insurance Company	CoCode: 68845	State of Domicile: Virginia
2301 Brambleton Avenue SW	Group Code:	Company Type: Life and Health Insurer
Roanoke, VA 24025	Group Name:	State ID Number:
(540) 985-4400 ext. [Phone]	FEIN Number: 54-0377280	

## Filing Fees

Fee Required?	Yes
Fee Amount:	\$350.00
Retaliatory?	No
Fee Explanation:	rates for 7 plans @ \$50 per plan
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Shenandoah Life Insurance Company	\$350.00	09/01/2011	51205769

SERFF Tracking Number: IASL-127611690 State: Arkansas  
 Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
 Company Tracking Number: SH MS RI AR  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Sheanandoah Life Insurance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
 Project Name/Number: SH MS RI AR/

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Stephanie Fowler	12/07/2011	12/07/2011
Disapproved	Stephanie Fowler	09/21/2011	09/21/2011

### 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	11/29/2011	11/29/2011	Courtney Crocker	11/30/2011	11/30/2011

### Amendments

Schedule	Schedule Item Name	Created By	Created On	Date Submitted
Rate	Rate Pages	Courtney Crocker	11/28/2011	11/28/2011

SERFF Tracking Number: IASL-127611690 State: Arkansas  
 Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
 Company Tracking Number: SH MS RI AR  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Sheanandoah Life Insuance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
 Project Name/Number: SH MS RI AR/

## Disposition

Disposition Date: 12/07/2011

Implementation Date: 01/01/2012

Status: Approved-Closed

Comment: The requested rate increase has been approved to be implemented on or after January 1, 2012. This approval is subject to the following:

- Increases will not be given more frequently than once in a twelve-month period;
- The insured shall be notified by the insurer of its intention to increase the rate for renewal not less than thirty (30) days prior to the effective date of the renewal.

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where required):	Minimum % Change (where required):
Shenandoah Life Insurance Company	6.000%	6.000%	\$762	6	\$12,706	6.000%	6.000%

SERFF Tracking Number: IASL-127611690 State: Arkansas  
 Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
 Company Tracking Number: SH MS RI AR  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Sheanandoah Life Insurance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
 Project Name/Number: SH MS RI AR/

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Health - Actuarial Justification	Approved-Closed	No
Supporting Document	Third Party Letter of Authorization	Approved-Closed	Yes
Supporting Document	Exhibit 1 - Arkansas Experience and Projections with Current Increase	Approved-Closed	No
Supporting Document	Exhibit 2 - Arkansas Experience and Projections without Current Increase	Approved-Closed	No
Rate (revised)	Rate Pages	Approved-Closed	Yes
Rate	Rate Pages	Disapproved	No

SERFF Tracking Number: IASL-127611690 State: Arkansas  
 Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
 Company Tracking Number: SH MS RI AR  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Sheanandoah Life Insuance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
 Project Name/Number: SH MS RI AR/

## Disposition

Disposition Date: 09/21/2011

Implementation Date:

Status: Disapproved

Comment: It is the primary mission of the Arkansas Insurance Department to protect consumers. Arkansas is a relatively poor state and most of the individuals who would be affected by your proposed rate increase live on a fixed income. Therefore, given the substantial rate increases already taken on this block over the past 4 years and the lack of credibility, we are not in a position to approve your request at this time.

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where required):	Minimum % Change (where required):
Shenandoah Life Insurance Company	20.000%	20.000%	\$2,541	6	\$12,706	20.000%	20.000%

SERFF Tracking Number: IASL-127611690 State: Arkansas  
 Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
 Company Tracking Number: SH MS RI AR  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Sheanandoah Life Insurance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
 Project Name/Number: SH MS RI AR/

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Health - Actuarial Justification	Approved-Closed	No
Supporting Document	Third Party Letter of Authorization	Approved-Closed	Yes
Supporting Document	Exhibit 1 - Arkansas Experience and Projections with Current Increase	Approved-Closed	No
Supporting Document	Exhibit 2 - Arkansas Experience and Projections without Current Increase	Approved-Closed	No
Rate (revised)	Rate Pages	Approved-Closed	Yes
Rate	Rate Pages	Disapproved	No

SERFF Tracking Number: IASL-127611690 State: Arkansas  
Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
Company Tracking Number: SH MS RI AR  
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
Product Name: Sheanandoah Life Insurance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
Project Name/Number: SH MS RI AR/

## Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	11/29/2011
Submitted Date	11/29/2011
Respond By Date	12/29/2011

Dear Courtney Crocker,

Please attach the past, future and lifetime experience for Arkansas; with and without this increase.

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,

Stephanie Fowler

SERFF Tracking Number: IASL-127611690 State: Arkansas  
Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
Company Tracking Number: SH MS RI AR  
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
Product Name: Sheanandoah Life Insurance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
Project Name/Number: SH MS RI AR/

## Response Letter

Response Letter Status Submitted to State  
Response Letter Date 11/30/2011  
Submitted Date 11/30/2011

Dear Stephanie Fowler,

### Comments:

Dear Ms. Fowler,

Thank you for your continued consideration of this rate increase request. This is in response to your letter of 11/29/11.

### Response 1

Comments: The attached Exhibit 1 includes past, future and lifetime Arkansas experience with the current rate increase.

The attached Exhibit 2 includes past, future and lifetime Arkansas experience without the current rate increase.

### Changed Items:

#### Supporting Document Schedule Item Changes

Satisfied -Name: Exhibit 1 - Arkansas Experience and Projections with Current Increase

Comment:

Satisfied -Name: Exhibit 2 - Arkansas Experience and Projections without Current Increase

Comment:

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Once again thank you for your consideration of this rate filing. If you have questions or need additional information, please do not hesitate to call or e-mail me.

Sincerely,

William M. Reynolds, FSA, MAAA  
Consulting Actuary

*SERFF Tracking Number:* IASL-127611690                      *State:* Arkansas  
*Filing Company:* Shenandoah Life Insurance Company                      *State Tracking Number:* 49700  
*Company Tracking Number:* SH MS RI AR  
*TOI:* MS06 Medicare Supplement - Other                      *Sub-TOI:* MS06.000 Medicare Supplement - Other  
*Product Name:* Sheanandoah Life Insuance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
*Project Name/Number:* SH MS RI AR/

Sincerely,  
Courtney Crocker

SERFF Tracking Number: IASL-127611690 State: Arkansas  
 Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
 Company Tracking Number: SH MS RI AR  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Sheanandoah Life Insurance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
 Project Name/Number: SH MS RI AR/

**Amendment Letter**

Submitted Date: 11/28/2011

**Comments:**

Dear Ms. Fowler,

Thank you for reopening this filing. This is in response to your disapproval letter of 9/21/2011.

The Company would like to reduce the rate increase requested to 6%. While a higher increase is justified, the requested rate increase is being limited at this time due to concerns raised by the Department. Please note that the increase to the average policyholder from this rate increase will be approximately \$10.50 per month.

Sincerely,

William M. Reynolds, FSA, MAAA  
 Consulting Actuary

**Changed Items:**

**Rate/Rule Schedule Item Changes:**

Document Name:	Affected Form Numbers: (Comma Separated list)	Rate Action:	Rate Action Information:	Attach Document:
Rate Pages	MS-AA 5-06 AR, MS-AB 5-06 AR, MS-AC 5-06 AR, MS-AD 5-06 AR, MS-AE 5-06 AR, MS-AF 5-06 AR, MS-AG 5-06 AR	Revised	Previous State Filing Number: 46711  Percent Rate Change Request: 6	AR Rates - Shen 2011 rev.pdf  AR Rates - Shen 2011 rev.pdf

SERFF Tracking Number: IASL-127611690 State: Arkansas  
Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
Company Tracking Number: SH MS RI AR  
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
Product Name: Sheanandoah Life Insuance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
Project Name/Number: SH MS RI AR/

**Post Submission Update Request Processed On 11/29/2011**

**Status:** Allowed  
**Created By:** Courtney Crocker  
**Processed By:** Stephanie Fowler  
**Comments:**

**Company Rate Information:**

**Company Name:** Shenandoah Life Insurance Company

<b>Field Name</b>	<b>Requested Change</b>	<b>Prior Value</b>
Overall % Indicated Change	6.000%	20.000%
Overall % Rate Impact	6.000%	20.000%
Written Premium Change for this Program	\$762	\$2541
Maximum %Change (where required)	6.000%	20.000%
Minimum %Change (where required)	6.000%	20.000%

SERFF Tracking Number: IASL-127611690 State: Arkansas  
 Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
 Company Tracking Number: SH MS RI AR  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Sheanandoah Life Insuance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
 Project Name/Number: SH MS RI AR/

## Rate Information

Rate data applies to filing.

Filing Method: SERFF  
 Rate Change Type: Increase  
 Overall Percentage of Last Rate Revision: 15.000%  
 Effective Date of Last Rate Revision: 01/01/2011  
 Filing Method of Last Filing: SERFF

## Company Rate Information

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where required):	Minimum % Change (where required):
Shenandoah Life Insurance Company	6.000%	6.000%	\$762	6	\$12,706	6.000%	6.000%

SERFF Tracking Number: IASL-127611690 State: Arkansas  
 Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
 Company Tracking Number: SH MS RI AR  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Sheanandoah Life Insuance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
 Project Name/Number: SH MS RI AR/

## Rate/Rule Schedule

Schedule Item Status:	Document Name:	Affected Form Numbers: (Separated with commas)	Rate Action:	Rate Action Information:	Attachments
Approved-Closed 12/07/2011	Rate Pages	MS-AA 5-06 AR, MS-AB 5-06 AR, MS-AC 5-06 AR, MS-AD 5-06 AR, MS-AE 5-06 AR, MS-AF 5-06 AR, MS-AG 5-06 AR	Revised	Previous State Filing Number: Percent Rate Change Request:	46711 6.000 AR Rates - Shen 2011 rev.pdf

## CURRENT RATES

### SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan A

#### Annual Base Rates

Ages	Preferred	Standard
All	1,797.00	1,998.00

#### Zip Codes 720-722

Mode	Preferred	Standard
Annual	2,156.00	2,398.00
Semi-Annual	1,078.00	1,199.00
Quarterly	539.00	599.50
Monthly	179.67	199.83

#### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	1,977.00	2,198.00
Semi-Annual	988.50	1,099.00
Quarterly	494.25	549.50
Monthly	164.75	183.17

#### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	1,617.00	1,798.00
Semi-Annual	808.50	899.00
Quarterly	404.25	449.50
Monthly	134.75	149.83

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

## CURRENT RATES

### SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan B

#### Annual Base Rates

Ages	Preferred	Standard
All	2,264.00	2,515.00

#### Zip Codes 720-722

Mode	Preferred	Standard
Annual	2,717.00	3,018.00
Semi-Annual	1,358.50	1,509.00
Quarterly	679.25	754.50
Monthly	226.42	251.50

#### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,490.00	2,767.00
Semi-Annual	1,245.00	1,383.50
Quarterly	622.50	691.75
Monthly	207.50	230.58

#### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,038.00	2,264.00
Semi-Annual	1,019.00	1,132.00
Quarterly	509.50	566.00
Monthly	169.83	188.67

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

## CURRENT RATES

### SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan C

#### Annual Base Rates

Ages	Preferred	Standard
All	2,514.00	2,793.00

#### Zip Codes 720-722

Mode	Preferred	Standard
Annual	3,017.00	3,352.00
Semi-Annual	1,508.50	1,676.00
Quarterly	754.25	838.00
Monthly	251.42	279.33

#### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,765.00	3,072.00
Semi-Annual	1,382.50	1,536.00
Quarterly	691.25	768.00
Monthly	230.42	256.00

#### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,263.00	2,514.00
Semi-Annual	1,131.50	1,257.00
Quarterly	565.75	628.50
Monthly	188.58	209.50

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

## CURRENT RATES

### SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan D

#### Annual Base Rates

Ages	Preferred	Standard
All	2,286.00	2,539.00

#### Zip Codes 720-722

Mode	Preferred	Standard
Annual	2,743.00	3,047.00
Semi-Annual	1,371.50	1,523.50
Quarterly	685.75	761.75
Monthly	228.58	253.92

#### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,515.00	2,793.00
Semi-Annual	1,257.50	1,396.50
Quarterly	628.75	698.25
Monthly	209.58	232.75

#### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,057.00	2,285.00
Semi-Annual	1,028.50	1,142.50
Quarterly	514.25	571.25
Monthly	171.42	190.42

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

## CURRENT RATES

### SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan E

#### Annual Base Rates

Ages	Preferred	Standard
All	2,307.00	2,563.00

#### Zip Codes 720-722

Mode	Preferred	Standard
Annual	2,768.00	3,076.00
Semi-Annual	1,384.00	1,538.00
Quarterly	692.00	769.00
Monthly	230.67	256.33

#### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,538.00	2,819.00
Semi-Annual	1,269.00	1,409.50
Quarterly	634.50	704.75
Monthly	211.50	234.92

#### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,076.00	2,307.00
Semi-Annual	1,038.00	1,153.50
Quarterly	519.00	576.75
Monthly	173.00	192.25

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

## CURRENT RATES

### SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan F

#### Annual Base Rates

Ages	Preferred	Standard
All	2,577.00	2,865.00

#### Zip Codes 720-722

Mode	Preferred	Standard
Annual	3,092.00	3,438.00
Semi-Annual	1,546.00	1,719.00
Quarterly	773.00	859.50
Monthly	257.67	286.50

#### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,835.00	3,152.00
Semi-Annual	1,417.50	1,576.00
Quarterly	708.75	788.00
Monthly	236.25	262.67

#### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,319.00	2,579.00
Semi-Annual	1,159.50	1,289.50
Quarterly	579.75	644.75
Monthly	193.25	214.92

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

## CURRENT RATES

### SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan G

#### Annual Base Rates

Ages	Preferred	Standard
All	2,338.00	2,599.00

#### Zip Codes 720-722

Mode	Preferred	Standard
Annual	2,806.00	3,119.00
Semi-Annual	1,403.00	1,559.50
Quarterly	701.50	779.75
Monthly	233.83	259.92

#### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,572.00	2,859.00
Semi-Annual	1,286.00	1,429.50
Quarterly	643.00	714.75
Monthly	214.33	238.25

#### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,104.00	2,339.00
Semi-Annual	1,052.00	1,169.50
Quarterly	526.00	584.75
Monthly	175.33	194.92

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

# PROPOSED RATES

## SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan A

### Annual Base Rates

Ages	Preferred	Standard
All	1,905.00	2,118.00

### Zip Codes 720-722

Mode	Preferred	Standard
Annual	2,286.00	2,542.00
Semi-Annual	1,143.00	1,271.00
Quarterly	571.50	635.50
Monthly	190.50	211.83

### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,096.00	2,330.00
Semi-Annual	1,048.00	1,165.00
Quarterly	524.00	582.50
Monthly	174.67	194.17

### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	1,715.00	1,906.00
Semi-Annual	857.50	953.00
Quarterly	428.75	476.50
Monthly	142.92	158.83

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

# PROPOSED RATES

## SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan B

### Annual Base Rates

Ages	Preferred	Standard
All	2,400.00	2,666.00

### Zip Codes 720-722

Mode	Preferred	Standard
Annual	2,880.00	3,199.00
Semi-Annual	1,440.00	1,599.50
Quarterly	720.00	799.75
Monthly	240.00	266.58

### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,640.00	2,933.00
Semi-Annual	1,320.00	1,466.50
Quarterly	660.00	733.25
Monthly	220.00	244.42

### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,160.00	2,399.00
Semi-Annual	1,080.00	1,199.50
Quarterly	540.00	599.75
Monthly	180.00	199.92

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

# PROPOSED RATES

## SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan C

### Annual Base Rates

Ages	Preferred	Standard
All	2,665.00	2,961.00

### Zip Codes 720-722

Mode	Preferred	Standard
Annual	3,198.00	3,553.00
Semi-Annual	1,599.00	1,776.50
Quarterly	799.50	888.25
Monthly	266.50	296.08

### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,932.00	3,257.00
Semi-Annual	1,466.00	1,628.50
Quarterly	733.00	814.25
Monthly	244.33	271.42

### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,399.00	2,665.00
Semi-Annual	1,199.50	1,332.50
Quarterly	599.75	666.25
Monthly	199.92	222.08

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

# PROPOSED RATES

## SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan D

### Annual Base Rates

Ages	Preferred	Standard
All	2,423.00	2,691.00

### Zip Codes 720-722

Mode	Preferred	Standard
Annual	2,908.00	3,229.00
Semi-Annual	1,454.00	1,614.50
Quarterly	727.00	807.25
Monthly	242.33	269.08

### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,665.00	2,960.00
Semi-Annual	1,332.50	1,480.00
Quarterly	666.25	740.00
Monthly	222.08	246.67

### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,181.00	2,422.00
Semi-Annual	1,090.50	1,211.00
Quarterly	545.25	605.50
Monthly	181.75	201.83

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

# PROPOSED RATES

## SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan E

### Annual Base Rates

Ages	Preferred	Standard
All	2,445.00	2,717.00

### Zip Codes 720-722

Mode	Preferred	Standard
Annual	2,934.00	3,260.00
Semi-Annual	1,467.00	1,630.00
Quarterly	733.50	815.00
Monthly	244.50	271.67

### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,690.00	2,989.00
Semi-Annual	1,345.00	1,494.50
Quarterly	672.50	747.25
Monthly	224.17	249.08

### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,201.00	2,445.00
Semi-Annual	1,100.50	1,222.50
Quarterly	550.25	611.25
Monthly	183.42	203.75

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

# PROPOSED RATES

## SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan F

### Annual Base Rates

Ages	Preferred	Standard
All	2,732.00	3,037.00

### Zip Codes 720-722

Mode	Preferred	Standard
Annual	3,278.00	3,644.00
Semi-Annual	1,639.00	1,822.00
Quarterly	819.50	911.00
Monthly	273.17	303.67

### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	3,005.00	3,341.00
Semi-Annual	1,502.50	1,670.50
Quarterly	751.25	835.25
Monthly	250.42	278.42

### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,459.00	2,733.00
Semi-Annual	1,229.50	1,366.50
Quarterly	614.75	683.25
Monthly	204.92	227.75

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

# PROPOSED RATES

## SHENANDOAH LIFE INSURANCE COMPANY

Medicare Supplement Policy  
Standardized Plan G

### Annual Base Rates

Ages	Preferred	Standard
All	2,478.00	2,755.00

### Zip Codes 720-722

Mode	Preferred	Standard
Annual	2,974.00	3,306.00
Semi-Annual	1,487.00	1,653.00
Quarterly	743.50	826.50
Monthly	247.83	275.50

### Zip Codes 718, 719

Mode	Preferred	Standard
Annual	2,726.00	3,031.00
Semi-Annual	1,363.00	1,515.50
Quarterly	681.50	757.75
Monthly	227.17	252.58

### Zip Codes: All Except 718-722

Mode	Preferred	Standard
Annual	2,230.00	2,480.00
Semi-Annual	1,115.00	1,240.00
Quarterly	557.50	620.00
Monthly	185.83	206.67

There is no modal loading.

Area Factors:

<u>Arkansas</u>	
720-722.....	1.20
718,719.....	1.10
Rest of State.....	0.9

SERFF Tracking Number: IASL-127611690 State: Arkansas  
 Filing Company: Shenandoah Life Insurance Company State Tracking Number: 49700  
 Company Tracking Number: SH MS RI AR  
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
 Product Name: Sheanandoah Life Insurance Company Individual A&H Rate Filing Medicare Supplement Standardized Plans  
 Project Name/Number: SH MS RI AR/

## Superseded Schedule Items

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Creation Date:	Schedule	Schedule Item Name	Replacement Creation Date	Attached Document(s)
09/01/2011	Rate and Rule	Rate Pages	11/28/2011	AR Rates - Shen 2011.pdf (Superseded)