

SERFF Tracking Number: AMRP-127058538 State: Arkansas
Filing Company: American Republic Corp Insurance Company State Tracking Number: 48123
Company Tracking Number: 09AR0603
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
Standard Plans 2010
Product Name: Med Supp Plan F Door Stuffer
Project Name/Number: Med Supp Plan F Door Stuffer/09AR0603

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Med Supp Plan F Door Stuffer SERFF Tr Num: AMRP-127058538 State: Arkansas
TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 48123
Standard Plans 2010 Closed
Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0603 State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Disposition Date: 03/02/2011
Authors: Andrea Davey, Patricia Corrigan
Date Submitted: 03/01/2011 Disposition Status: Filed-Closed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Med Supp Plan F Door Stuffer Status of Filing in Domicile: Authorized
Project Number: 09AR0603 Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: Resubmission Previous Filing Number: AMRP-126378845
Individual Market Type: Overall Rate Impact:
Filing Status Changed: 03/02/2011 Deemer Date:
State Status Changed: 03/02/2011 Submitted By: Andrea Davey
Created By: Andrea Davey
Corresponding Filing Tracking Number: AMRP-126378845
Filing Description:
RE: Individual Medicare Supplement Advertising

Z-2512 rev. 02/11

We are including the above captioned form for your review and information. This form was previously filed under SERFF #: AMRP-126378845 and approved on 12/15/09. We have updated the couples discount definition on the back. This is a lead generating advertisement that will be used in the solicitation of American Republic Corp Individual Medicare Supplement plans.

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We hope you will find this form satisfactory. If you have any questions, or if I can be of assistance during the review process, please feel free to call me at 800-247-2190 ext. 2006.

Thank you.

Company and Contact

Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com
 601 6th Ave 515-245-2006 [Phone]
 Des Moines, IA 50334 515-245-2391 [FAX]

Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska
 P O Box 2780 Group Code: 3527 Company Type: Life and Health
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? Yes
 Fee Explanation: \$50/ad = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	03/01/2011	45144170

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	03/02/2011	03/02/2011

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Disposition

Disposition Date: 03/02/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	Med Supp Plan F Door Stuffer	Filed-Closed	Yes

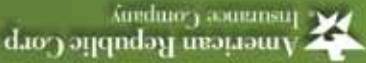
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Form Schedule

Lead Form Number: Z-2512 rev. 02/11

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 03/02/2011	Z-2512 rev. 02/11	Advertising	Med Supp Plan F Door Stuffer	Revised	Replaced Form #: Z-2512 Previous Filing #: AMRP-126378845		Z-2512 rev. 2-11 Bracketed.pdf

Freedom Solutions®



Protection from a Financially Strong Company

American Republic Corp Insurance Company is a wholly owned subsidiary of American Republic Insurance Company, a company that delivers customized health care solutions at an affordable price to individuals and families across the nation.

Founded in 1929, American Republic Insurance Company has established a proven track record in providing exceptional insurance solutions. Plus, our highly-respected [A- (Excellent)] rating by A.M. Best Company stands as further testimony to American Republic Insurance Company's financial strength and stability.*

**Our [A- (Excellent)] rating (January 2009) is the fourth highest of 15 possible ratings given by A.M. Best Company. As an independent non-government company, A.M. Best does not recommend products or services but does provide independent opinions of a company's overall financial strength.*



This is a solicitation of insurance and an agent may contact you. Not connected with or endorsed by the United States government or the Federal Medicare program. In CO, KS, MS, MO and SD, coverage is available to qualified Medicare beneficiaries under age 65.

¹ The couple's discount applies when two people over 18 years of age are living in the same household. In MT, the discount applies when two people have been living in the same household for at least 12 months.

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SM ExpressLane Claim Service is a servicemark of American Republic Insurance Company

Forms: A3101AC; in MO, A3101AC-MO; in OK, A3101AC-OK; in PA, A3101AC-PA

Z-2512 rev. 02/11

[17 114 3185 0311 US]



Your American Republic Corp Representative

Questions about Freedom Solutions Medicare Supplement? – I can help!

Freedom Solutions

Medicare Supplement Insurance

Comprehensive Protection That Fits Your Needs and Your Budget

When you choose a Freedom Medicare Supplement insurance plan, you get the most comprehensive plan available when all options are selected.

And because it's from American Republic Corp, you'll also get the right balance of cost, coverage and convenience.



Affordable Rates - *to help keep costs down*

- **Preferred rates for good health** – You may benefit from your good health by saving money. Plus, once you're approved for our preferred rate discount, you'll automatically keep that discount for however long you have your policy ... even if your health changes.
- **Couples discount to save even more** – Additional savings simply for being part of a couple ... regardless of whether both of you request coverage.¹



Freedom to Choose

- **Choose your doctors and hospitals** – even when you travel
- **Includes specialists** – no referrals needed
- **Centers of Excellence**



Convenient - *we take care of the paperwork*

- **Fast, accurate claims service** – Thanks to our ExpressLane Automatic Claims ServiceSM, there are virtually no claim forms, so you won't waste time filling out paperwork if you're sick or hurt.

You'll also get these *additional features* . . .



- **No waiting period for health conditions you have now** – Any health conditions you have now are covered immediately once your application is issued — no waiting period.



- **Guaranteed renewable for life** – No matter what your health, as long as you pay premiums on time, your coverage will never be canceled.

 **American Republic Corp**
Insurance Company