

SERFF Tracking Number: AMRP-127123798 State: Arkansas
Filing Company: American Republic Corp Insurance Company State Tracking Number: 48470
Company Tracking Number: 09AR0618
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
Standard Plans 2010
Product Name: Couples Discount Plan F Fulfillment Guide
Project Name/Number: Couples Discount Plan F Fulfillment Guide/09AR0618

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Couples Discount Plan F Fulfillment Guide SERFF Tr Num: AMRP-127123798 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48470

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0618 State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Andrea Davey, Patricia Corrigan Disposition Date: 04/14/2011

Corrigan

Date Submitted: 04/12/2011 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Couples Discount Plan F Fulfillment Guide

Status of Filing in Domicile: Authorized

Project Number: 09AR0618

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-126625646

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 04/14/2011

State Status Changed: 04/14/2011

Deemer Date:

Created By: Andrea Davey

Submitted By: Andrea Davey

Corresponding Filing Tracking Number: AMRP-126625646

Filing Description:

Re Individual Medicare Supplement Advertising

Z-2688

We are enclosing the above referenced form for your review and approval. This form was previously filed under SERFF # AMRP-126625646 and approved on 5/27/2010. We have updated the couples discount definition. This letter is a lead generating device and will be used in the solicitation of our 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 contact me at 1-800-247-2190, 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	04/12/2011	46496179

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/14/2011	04/14/2011

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Disposition

Disposition Date: 04/14/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Questions? It's easy to reach me...

To learn more about how Freedom Solutions Plan F can help you save on Medicare supplement premiums.

- Call me at [AgentContact].
- Send an email to [AgentEmail]

I can give you a rate quote and there's no pressure or obligation.

About American Republic Corp Insurance Company

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.



Simply being part of a couple really pays off... up to 16%!

Ready to start saving? Here's how...

¹ Based on comparison of competitive discount programs

² 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.

Not connected with or endorsed by the United States government or the federal Medicare program. This is a solicitation of insurance and an agent may contact you. In CO, IL, KS, MO, MS, OK, PA and SD, coverage is available to qualified Medicare beneficiaries under age 65. Call today for more information about the benefits, costs, and limits. Plan availability varies by state.

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Simply being part of a couple really pays off

Simply being part of a couple earns you additional savings – up to 16%. Our couple's discount² is one of the best on the market¹ and, best of all, once you are approved for this discount, you'll continue to save, even if your health or circumstances change over the years.

Introducing Medicare Supplement Insurance – Freedom Solutions Plan F with Couples Discount

Freedom Solutions Plan F from American Republic Corp Insurance Company offers the most comprehensive coverage available, with benefits ranging from doctors care to hospital stays. The plan starts with economical rates designed to be easy on your budget, then offers you a great discount to make the plan even more affordable - a couples discount.



How do I know if we qualify?

You're eligible for the discount if this definition applies to you:

A couple is defined as two people over 18 years of age and living in the same household.²

If this is you, call me at [**AgentContact**] for a rate quote right over the phone. There's no pressure or obligation.

In good health? Save even more!

Studies show when you are part of a couple you take care of one another which means you should live longer, healthier lives. This could earn you additional savings with our preferred rates for good health. Nearly 70 percent of people who apply for this discount are approved! You may qualify for this discount if you:

- ✓ Have not used tobacco products in the past two years.
- ✓ Are not a diabetic controlled by diet or oral medications.
- ✓ Take fewer than three maintenance prescriptions, such as heart or asthma medications.

And like the couples discount, you'll continue to save, even if your health or circumstances change over the years

