

SERFF Tracking Number: HUMA-127189889 State: Arkansas  
 Filing Company: Humana Insurance Company State Tracking Number: 48923  
 Company Tracking Number: AR-05-2011  
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.012 Multi-Plan 2010  
 Standard Plans 2010  
 Product Name: 2010 Individual Medicare Supplement Plans  
 Project Name/Number: SDC Age-In Letter/AR-05-2011

## Filing at a Glance

Company: Humana Insurance Company  
 Product Name: 2010 Individual Medicare Supplement Plans SERFF Tr Num: HUMA-127189889 State: Arkansas  
 TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48923  
 Sub-TOI: MS08I.012 Multi-Plan 2010 Co Tr Num: AR-05-2011 State Status: Filed-Closed  
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
 Disposition Date: 06/03/2011  
 Authors: Michele Zabel, Paula Williamson, Bettina Ponds, Tammy House, Tiffany Turner, Seth Johnson  
 Date Submitted: 05/27/2011 Disposition Status: Filed-Closed  
 Implementation Date Requested: On Approval Implementation Date:  
 State Filing Description:

## General Information

Project Name: SDC Age-In Letter Status of Filing in Domicile: Not Filed  
 Project Number: AR-05-2011 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: 06/03/2011  
 State Status Changed: 06/03/2011  
 Deemer Date: Created By: Bettina Ponds  
 Submitted By: Bettina Ponds Corresponding Filing Tracking Number:  
 Filing Description:  
 RE: Humana Insurance Company; NAIC: 119 / 73288  
 2011 Direct Marketing – Age-In Letter

Humana Insurance Company is submitting the attached marketing material for your review and approval. The form is a letter which will be mailed to age-in Medicare beneficiaries.

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GHHH3NMHH- SDC Age-In Letter

Policy forms: ARMESM10A, ARMESM10B, ARMESM10C, ARMESM10F, ARMESM10F(HD), ARMESM10K, ARMESM10L, and ARMESM10N

Please feel free to contact me at (502) 580-0964 or through e-mail at bponds@humana.com, if you have any questions about this submission or require further information relative to this filing.

## Company and Contact

### Filing Contact Information

Bettina Ponds, Medicare Supplement Product bponds@humana.com  
 Compliance Analyst  
 500 W. Main St. 502-580-0964 [Phone]  
 Louisville, KY 40202

### Filing Company Information

|                             |                         |                              |
|-----------------------------|-------------------------|------------------------------|
| Humana Insurance Company    | CoCode: 73288           | State of Domicile: Wisconsin |
| 1100 Employers Boulevard    | Group Code: 119         | Company Type: Life & Health  |
| Green Bay, WI 54344         | Group Name:             | State ID Number:             |
| (800) 558-4444 ext. [Phone] | FEIN Number: 39-1263473 |                              |

## Filing Fees

|                  |   |
|------------------|---|
| Fee Required?    | Yes                                       |
| Fee Amount:      | \$50.00                                   |
| Retaliatory?     | No  |
| Fee Explanation: | \$50 per each advertising form submitted. |
| Per Company:     | No  |

| COMPANY                  | AMOUNT  | DATE PROCESSED | TRANSACTION # |
|--------------------------|---------|----------------|---------------|
| Humana Insurance Company | \$50.00 | 05/27/2011     | 48133919      |

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## Correspondence Summary

### Dispositions

| Status       | Created By       | Created On | Date Submitted |
|--------------|------------------|------------|----------------|
| Filed-Closed | Stephanie Fowler | 06/03/2011 | 06/03/2011     |

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## **Disposition**

Disposition Date: 06/03/2011

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> |
|----------------------|----------------------|-----------------------------|----------------------|
|                      | SDC Age-In Letter    | Filed-Closed                | Yes                  |

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## Form Schedule

### Lead Form Number:

| Schedule Item              | Form Number   | Form Type   | Form Name         | Action  | Action Specific Data | Readability | Attachment                                  |
|----------------------------|---------------|-------------|-------------------|---------|----------------------|-------------|---|
| Filed-Closed<br>06/03/2011 | GHHH3NM<br>HH | Advertising | SDC Age-In Letter | Initial |                      |             | GHHH3NMH<br>H SDC<br>Birthday<br>Letter.pdf |



# Happy 65th Birthday!

Dear

We want to take this opportunity to extend the happiest of birthday wishes! We also want you to know how much we value your friendship and support of Silver Dollar City through the years. As our birthday gift to you, you will receive a FREE Ozark Mountain Breakfast Buffet from Molly's Mill Restaurant at Silver Dollar City (value \$12.50, includes drink, tax and gratuity; no purchase necessary) simply by calling our Reservation Center by July 15.

In addition to reaching this milestone birthday, we want to extend an invitation to review Medicare Supplement insurance benefits through our partner, Humana. With something as important as your healthcare, you want to be with a company you know is going to take good care of you. Humana has nearly 50 years of experience, and they've built a solid reputation delivering excellent service and value for their policy holders.

Why choose a Medicare Supplement insurance plan?

- Choice of plans – Humana offers a range of Medicare Supplement plans. Premiums may vary by plan type and other factors depending on where you live.
- More predictable costs – These plans help cover some of the costs not covered by Parts A and B of Medicare, such as deductibles and coinsurance, so you have more predictable costs.
- Keep the same doctors – Medicare Supplement plans give you the freedom to choose any healthcare provider that accepts Medicare patients, even if you're traveling.

Call us today at 800.622.2504 to validate your free breakfast gift. Plus, if you want to know more about Humana's Medicare Supplement insurance plans our Reservation Center agent will direct you to a licensed professional standing by to help you choose the plan that best fits your needs. So, learn about Humana's Medicare Supplement options and come and enjoy all the NEW adventures that Silver Dollar City has to offer this year – and have breakfast on us while you are here!

Sincerely,

The Citizens of Silver Dollar City

**This is a solicitation of insurance. Contact will be made by an insurance agent or insurance company. Not connected with or endorsed by the U.S. government or the federal Medicare program.**

Insured by Humana Insurance Company, Humana Health Benefit Plan of Louisiana, Inc., or Humana Health Insurance Company of Florida, Inc. Medicare Supplement insurance is available to those enrolled in Parts A and B of Medicare due to age and is also available in some states to under 65 disabled Medicare recipients. Coverage is limited to Medicare-eligible expenses. Benefits vary by plan and the premium will vary with the amount of benefits selected. Depending on the plan chosen, you may be responsible for deductibles and coinsurance before benefits are payable. These policies may have exclusions and limitations; please call your agent/producer or Humana for complete details of coverage and costs. Policy form series MESM10 or state equivalent.

# HUMANA®

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