

SERFF Tracking Number: BNLB-127283493 State: Arkansas
 Filing Company: Colonial Penn Life Insurance Company State Tracking Number: 49087
 Company Tracking Number:
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
 Standard Plans 2010
 Product Name: CPL-GR-A80
 Project Name/Number: /

Filing at a Glance

Company: Colonial Penn Life Insurance Company

Product Name: CPL-GR-A80 SERFF Tr Num: BNLB-127283493 State: Arkansas
 TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Approved- State Tr Num: 49087
 Standard Plans 2010 Closed
 Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: State Status: Approved-Closed
 Filing Type: Rate Reviewer(s): Stephanie Fowler
 Author: Diana Willis Disposition Date: 08/04/2011
 Date Submitted: 06/20/2011 Disposition Status: Approved-Closed
 Implementation Date Requested: 01/01/2012 Implementation Date: 01/01/2012

State Filing Description:

General Information

Project Name: 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: 10% Filing Status Changed: 08/04/2011
 State Status Changed: 08/04/2011
 Deemer Date: Created By: Diana Willis
 Submitted By: Diana Willis Corresponding Filing Tracking Number:
 Filing Description:
 COMPANY: COLONIAL PENN LIFE INSURANCE COMPANY
 FEIN # 23-1628836 NAIC # 233-62065

MEDICARE SUPPLEMENT RATE FILING 2012 Premium Rates for Standardized Medicare Supplement Policy Form Series CPL-GR-A80 Plans A, B, F, high deductible F, G, K, L, M and N

We are submitting the revised rates to be used beginning in 2012 for the forms captioned above. Policy forms CPL-GR-A80A, CPL-GR-A80B, CPL-GR-A80F, CPL-GR-A80FH, CPL-GR-A80G, CPL-GR-A80K, CPL-GR-A80L, CPL-GR-A80M

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and CPL-GR-A80N were approved in your state on September 18, 2009.

The forms are guaranteed renewable, Standardized Medicare Supplement plans which are medically underwritten outside of the open enrollment period, as provided for in the NAIC compliance manual. The various degrees of benefits provided by each plan are shown in the enclosed materials.

We are filing a rate increase to our current rate schedules and introducing new rate schedules based on risk class. The current rate schedules will apply to policies issued prior to January 1, 2012. The new rate schedules will apply to policies issued on or after January 1, 2012. The specific amounts and details of our requested changes are fully explained in the enclosed actuarial memorandum.

These revised rate scales are intended to be effective through year-end 2012 or later, depending on the premium mode option chosen. With these revised rates the anticipated loss ratio standard of your state for these forms will be met.

Because of the lead time needed to implement these rates, we'd sincerely appreciate your expedited review for approval of this filing. Please feel free to correspond via SERFF, e-mail to d.willis@banklife.com or fax (312) 396-5907.

Company and Contact

Filing Contact Information

Diana Willis, Actuarial Analyst d.willis@banklife.com
 600 West Chicago Avenue 312-396-7658 [Phone]
 Chicago, IL 60610 312-396-5907 [FAX]

Filing Company Information

Colonial Penn Life Insurance Company	CoCode: 62065	State of Domicile: Pennsylvania
Adm. Address: 600 West Chicago Ave	Group Code: 233	Company Type:
Chicago, IL 60654-2800	Group Name:	State ID Number:
(312) 396-6000 ext. [Phone]	FEIN Number: 23-1628836	

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: \$50.00 per rate filing x 1 rate filing = \$50.00

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TOI: MS081 Individual Medicare Supplement - Sub-TOI: MS081.001 Plan A 2010
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Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Colonial Penn Life Insurance Company	\$50.00	06/20/2011	48877165

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved- Closed	Stephanie Fowler	08/04/2011	08/04/2011
Disapproved	Stephanie Fowler	07/13/2011	07/13/2011

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Disposition

Disposition Date: 08/04/2011

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:

- This increase only applies to new business and shall not be imposed on current policyholders.
- 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):
Colonial Penn Life Insurance Company	10.000%	10.000%	\$10,853	270	\$108,526	10.000%	10.000%

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Health - Actuarial Justification	Approved-Closed	No
Rate	Rate Sheet Issues Prior To 01-01-2012	Disapproved	No
Rate	Rate Sheet Issues Post 01-01-2012	Approved-Closed	Yes

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Disposition

Disposition Date: 07/13/2011

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 seniors who would be affected by your proposed rate increase live on a fixed income. Therefore, given the lack of credibility on these Plans and the fact that it is our policy that increases must be based on the experience of the block of business, not trend based, we cannot approve this rate increase 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):
Colonial Penn Life Insurance Company	10.000%	10.000%	\$10,853	270	\$108,526	10.000%	10.000%

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Health - Actuarial Justification	Approved-Closed	No
Rate	Rate Sheet Issues Prior To 01-01-2012	Disapproved	No
Rate	Rate Sheet Issues Post 01-01-2012	Approved-Closed	Yes

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Rate Information

Rate data applies to filing.

Filing Method: SERFF
 Rate Change Type: Increase
 Overall Percentage of Last Rate Revision: 0.000%
 Effective Date of Last Rate Revision: 04/01/2011
 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):
Colonial Penn Life Insurance Company	10.000%	10.000%	\$10,853	270	\$108,526	10.000%	10.000%

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Rate/Rule Schedule

Schedule Item Status:	Document Name:	Affected Form Numbers: (Separated with commas)	Rate Action:	Rate Action Information:	Attachments
Disapproved 07/13/2011	Rate Sheet Issues Prior To 01-01-2012	CPL-GR-A80	Revised	Previous State Filing Number: Percent Rate Change Request: 48111 10.000	Rate Sheet Issues Prior to 01-01-2012.pdf
Approved-Closed 08/04/2011	Rate Sheet Issues Post 01-01-2012	CPL-GR-A80	New		Rate Sheet Issues Post 01-01-2012.pdf

Colonial Penn Life Insurance Company

Standardized Medicare Supplement

Policy Form Series CPL-GR-A80

Issues 1/1/2012 and Subsequent

Annual Rates* - Preferred Risk - Male or Female

<u>Issue Age</u>	<u>Plan A</u>	<u>Plan B</u>	<u>Plan F</u>	<u>Plan FH</u>	<u>Plan G</u>	<u>Plan K</u>	<u>Plan L</u>	<u>Plan M</u>	<u>Plan N</u>
All	\$1,556.82	\$1,922.06	\$2,149.40	\$515.89	\$1,976.27	\$727.19	\$1,272.64	\$1,710.86	\$1,246.68

*To determine the Bank Draft (P.P.S.P.) or Payroll Deduction (P.R.D.), Semi-Annual, Quarterly or Monthly Direct Bill rates multiply the Annual Rates, as given above, by the appropriate factor shown below and add \$1.00:

0.08583 for Monthly Bank Draft/Payroll Deduction; 0.515 for Semi-Annual; 0.2625 for Quarterly; 0.09167 for Monthly Direct Bill

Colonial Penn Life Insurance Company

Standardized Medicare Supplement

Policy Form Series CPL-GR-A80

Issues 1/1/2012 and Subsequent

Annual Rates* - Standard Risk - Male or Female

<u>Issue Age</u>	<u>Plan A</u>	<u>Plan B</u>	<u>Plan F</u>	<u>Plan FH</u>	<u>Plan G</u>	<u>Plan K</u>	<u>Plan L</u>	<u>Plan M</u>	<u>Plan N</u>
All	\$1,729.73	\$2,135.55	\$2,388.20	\$573.16	\$2,195.76	\$807.92	\$1,414.02	\$1,900.89	\$1,385.22

*To determine the Bank Draft (P.P.S.P.) or Payroll Deduction (P.R.D.), Semi-Annual, Quarterly or Monthly Direct Bill rates multiply the Annual Rates, as given above, by the appropriate factor shown below and add \$1.00:

0.08583 for Monthly Bank Draft/Payroll Deduction; 0.515 for Semi-Annual; 0.2625 for Quarterly; 0.09167 for Monthly Direct Bill