

SERFF Tracking Number: FRCS-127375822 State: Arkansas
Filing Company: American Continental Insurance Company State Tracking Number: 49656
Company Tracking Number: 5607
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Med Supp TV Advertising Filing
Project Name/Number: SQS/61/61

Filing at a Glance

Company: American Continental Insurance Company

Product Name: Med Supp TV Advertising Filing SERFF Tr Num: FRCS-127375822 State: Arkansas

TOI: MS06 Medicare Supplement - Other SERFF Status: Closed-Filed- State Tr Num: 49656
Closed

Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: 5607 State Status: Filed-Closed

Filing Type: Advertisement

Author: Jana Finlay

Reviewer(s): Stephanie Fowler

Date Submitted: 08/26/2011

Disposition Date: 09/19/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: SQS/61

Project Number: 61

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Jana Finlay

Filing Description:

We have been retained by American Continental Insurance Company to file the enclosed Medicare Supplement TV Advertising Scripts for approval in your state.

We enclose the following for your consideration:

- Third party authorization
- Certification of compliance
- Advertising for approval

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments: Submitted on or about the same date.

Market Type: Individual

Individual Market Type:

Filing Status Changed: 09/19/2011

State Status Changed: 09/19/2011

Created By: Jana Finlay

Corresponding Filing Tracking Number:

SERFF Tracking Number: FRCS-127375822 State: Arkansas
 Filing Company: American Continental Insurance Company State Tracking Number: 49656
 Company Tracking Number: 5607
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
 Product Name: Med Supp TV Advertising Filing
 Project Name/Number: SQS/61/61

Our fee of \$150 has been sent by EFT on this same date.

These advertisements will be placed, on a nationwide basis, by SelectQuote Insurance Services. The advertisements will reflect the name of major writers of Medicare Supplement Insurance, including the captioned company. The script text referring to the carriers has been marked in brackets to denote variability, so that insurers may be added or deleted as applicable. No insurer will be listed without their prior approval to do so.

To the best of our knowledge, this filing is complete and intended to comply with the insurance laws of your jurisdiction.

If you have any questions or need additional information, please call toll-free 1-800-927-2730. Thank you for your assistance.

Company and Contact

Filing Contact Information

Jana Finlay, Senior Compliance Specialist jana.finlay@firstconsulting.com
 1020 Central 800-927-2730 [Phone] 2741 [Ext]
 Suite 201 816-391-2755 [FAX]
 Kansas City, MO 64105

Filing Company Information

(This filing was made by a third party - FC01)

American Continental Insurance Company CoCode: 12321 State of Domicile: Tennessee
 101 Continental Place Group Code: 4011 Company Type:
 Brentwood, TN 37027 Group Name: Genworth Financial, State ID Number:
 Inc.
 (800) 264-4000 ext. [Phone] FEIN Number: 20-2901054

Filing Fees

Fee Required? Yes
 Fee Amount: \$150.00
 Retaliatory? No
 Fee Explanation: \$50.00 per form x 3 = 150.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
---------	--------	----------------	---------------

SERFF Tracking Number: FRCS-127375822 State: Arkansas
Filing Company: American Continental Insurance Company State Tracking Number: 49656
Company Tracking Number: 5607
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Med Supp TV Advertising Filing
Project Name/Number: SQS/61/61
American Continental Insurance Company \$150.00 08/26/2011 51018020

SERFF Tracking Number: FRCS-127375822 State: Arkansas
Filing Company: American Continental Insurance Company State Tracking Number: 49656
Company Tracking Number: 5607
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Med Supp TV Advertising Filing
Project Name/Number: SQS/61/61

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/19/2011	09/19/2011

SERFF Tracking Number: FRCS-127375822 *State:* Arkansas
Filing Company: American Continental Insurance Company *State Tracking Number:* 49656
Company Tracking Number: 5607
TOI: MS06 Medicare Supplement - Other *Sub-TOI:* MS06.000 Medicare Supplement - Other
Product Name: Med Supp TV Advertising Filing
Project Name/Number: SQS/61/61

Disposition

Disposition Date: 09/19/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: *FRCS-127375822* State: *Arkansas*
 Filing Company: *American Continental Insurance Company* State Tracking Number: *49656*
 Company Tracking Number: *5607*
 TOI: *MS06 Medicare Supplement - Other* Sub-TOI: *MS06.000 Medicare Supplement - Other*
 Product Name: *Med Supp TV Advertising Filing*
 Project Name/Number: *SQS/61/61*

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Third Party Authorization	Filed-Closed	Yes
Supporting Document	Certification of Compliance	Filed-Closed	Yes
Form	Television Med Supp Advertisement Script	Filed-Closed	Yes
Form	Television Med Supp Advertisement Script	Filed-Closed	Yes
Form	Television Med Supp Advertisement Script	Filed-Closed	Yes

SERFF Tracking Number: FRCS-127375822 State: Arkansas
 Filing Company: American Continental Insurance Company State Tracking Number: 49656
 Company Tracking Number: 5607
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
 Product Name: Med Supp TV Advertising Filing
 Project Name/Number: SQS/61/61

Form Schedule

Lead Form Number: Ad #SQTV01

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 09/19/2011	Ad #SQTV01	Advertising	Television Med Supp Initial Advertisement Script	Initial		0.000	Ad #SQTV01.pdf
Filed-Closed 09/19/2011	Ad #SQTV02	Advertising	Television Med Supp Initial Advertisement Script	Initial		0.000	Ad #SQTV02.pdf
Filed-Closed 09/19/2011	Ad #SQTV03	Advertising	Television Med Supp Initial Advertisement Script	Initial		0.000	Ad #SQTV03.pdf

TV

CLIENT: SelectQuote
TITLE: "Dave TV" Generic Rev. 11 with MOO/GEN/First Consulting changes
DATE: August 10, 2011
CODE: SQTV8879 SD SQTV8880 HD
COMPLIANCE #
PRODUCED: July 27, 2011

Video

101. CU DAVE PAULSEN IN HOME ENVIRONMENT. SUPER: DAVE PAULSEN A Founder of SelectQuote Insurance Services

Audio

DAVE: Recently, I shopped for a Medicare Supplement Policy to cover costs Medicare doesn't.

I quickly learned it was a complicated process. No one offered unbiased, clear answers to what plan was right for me. Comparing prices from different insurance companies was difficult and time-consuming.

Frustrated, I recommended that SelectQuote Insurance Services form a new division to sell Medicare Supplement Insurance. One offering knowledgeable advice and impartial comparison shopping like we do for Term Life Insurance.

102. SQ SENIOR LOGO, PHONE # AND URL.

The result: SelectQuote Senior.

[103. SHOW CARRIER LOGOS (Continental Life Insurance Company, American Continental Life Insurance Company, Mutual of Omaha, Woodmen of the World/Assured Life Association). SUPER: Continental Insurance Company and American Continental Life Insurance Company of Brentwood, Tennessee are part of the Genworth Financial family of companies.

Now, all it takes is a phone call. An experienced SelectQuote professional will help choose which plan is right for you. Then impartially shop a select group of highly-rated insurance companies like these to help find your best rate.

COMPANIES SHOWN RATED BY A.M. BEST

LUMINAIRE

1676 Foothill Road Ojai, CA 93023 805-646-0478 FAX 805-646-0593
ronphillips@sbcglobal.net

ARE ALL A- TO A+ FOR FINANCIAL STRENGTH* *Three of the highest ratings of 16 by A.M. Best, an independent rating organization that assigns ratings measuring financial strength and claims-paying abilities. They consider factors such as overall operating performance, asset quality, financial flexibility, and capitalization. These ratings are current as of 06/11. Each company's policies have their own terms, exclusions and limitations. Woodmen of the World is an Assured Life Association not rated by A.M. Best. Contact SelectQuote Senior for more details.]

104. DAVE.

Get SelectQuote expertise plus savings.

105. END CARD. SELECTQUOTE SENIOR LOGO. PHONE NUMBER. SelectQuoteSenior.com. We Shop. You Save.

Call this number or go to SelectQuote Senior dot com. SelectQuote Senior. We Shop. You Save.

SelectQuote Senior is a division of SelectQuote Insurance Services. SelectQuote Insurance Services is an independently owned and operated insurance agency, and is not connected with or endorsed by any government agency or the Federal Medicare program. Not all companies and plans are available in all states.

Ad #SQTV01

TV

CLIENT: SelectQuote
TITLE: "Mistakes" Generic Rev. 12 with MOO/GEN/First Consulting changes
DATE: August 10, 2011
CODE: SQTV8881 SD SQTV8882 HD
COMPLIANCE #
PRODUCED: July 27, 2011

Video

101. SPOKESPERSON IN HOME SETTING.
SELECTQUOTE SENIOR SEE-THROUGH
LOGO

SUPER: 1. CHOOSING THE WRONG PLAN

SUPER: 2. PAYING TOO MUCH.

102. ADD SQ SENIOR LOGO, PHONE # AND
URL.

[103. SHOW CARRIER LOGOS
(Continental Life Insurance Company,
American Continental Life Insurance
Company, Mutual of Omaha, Woodmen of
the World/Assured Life Association).

SUPER:
Continental Insurance Company and
American Continental Life Insurance
Company of Brentwood, Tennessee are
part of the Genworth Financial family of
companies.

Audio

SPOKES: There are two big mistakes you –
or a family member – can make buying
Medicare Supplement Insurance.

One, choosing the wrong plan. There are
many choices. And they can be confusing.
You need a knowledgeable professional to
help select the right plan for you.

Two, paying too much. The Medicare
benefits of each plan are the same no
matter which insurance company you
choose. But the cost can vary
tremendously.

Which is why you need SelectQuote
Senior. An experienced SelectQuote
professional will carefully explain the pros
and cons of each plan...

...then impartially shop a select group of
highly-rated insurance companies like
these to help find your best rate.

LUMINAIRE

1676 Foothill Road Ojai, CA 93023 805-646-0478 FAX 805-646-0593
ronphillips@sbcglobal.net

COMPANIES SHOWN RATED BY A.M. BEST ARE ALL A- TO A+ FOR FINANCIAL STRENGTH* *Three of the highest ratings of 16 by A.M. Best, an independent rating organization that assigns ratings measuring financial strength and claims-paying abilities. They consider factors such as overall operating performance, asset quality, financial flexibility, and capitalization. These ratings are current as of 06/11. Each company's policies have their own terms, exclusions and limitations. Woodmen of the World is an Assured Life Association not rated by A.M. Best. Contact SelectQuote Senior for more details.]

104. SPOKESPERSON.

Get the expertise and savings SelectQuote is known for.

105. END CARD. SELECTQUOTE SENIOR LOGO. PHONE NUMBER. SelectQuoteSenior.com. We Shop. You Save.

Call this number or go to SelectQuote Senior dot com. SelectQuote Senior. We Shop. You Save.

SelectQuote Senior is a division of SelectQuote Insurance Services. SelectQuote Insurance Services is an independently owned and operated insurance agency, and is not connected with or endorsed by any government agency or the Federal Medicare program. Not all companies and plans are available in all states.

Ad #SQTV02

TV

CLIENT: SelectQuote
TITLE: "Problems" Generic Rev. 11 with MOO/GEN/First
Consulting changes
DATE: August 10, 2011
CODE: SQTV8883 SD SQTV8884 HD
COMPLIANCE #
PRODUCED: July 28, 2011

Video	Audio
101. MAN 1 AGE 65.	MAN 1: Medicare Supplement Insurance? It's totally confusing.
102. WOMAN AGE 65.	WOMAN: I've been inundated with mail I can't understand.
103. MAN 2 AGE 65.	MAN 2: Why isn't there some impartial professional out there who can help recommend the right <u>plan</u> ...at the best <u>price</u> ...for me?
104. SPOKESMAN. SQ SENIOR LOGO, PHONE # AND URL.	Now there is: SelectQuote Senior. Just call, and a SelectQuote insurance professional will explain the benefits and limitations of each Medicare Supplement plan...help choose the right one for you...
[105. SHOW CARRIER LOGOS (Continental Life Insurance Company, American Continental Life Insurance Company, Mutual of Omaha, Woodmen of the World/Assured Life Association). SUPER: Continental Insurance Company and American Continental Life Insurance Company of Brentwood, Tennessee are part of the Genworth Financial family of companies.	...then impartially shop a select group of highly-rated insurance companies like these to help find your best rate.

COMPANIES SHOWN RATED BY A.M. BEST
ARE ALL A- TO A+ FOR FINANCIAL
STRENGTH* *Three of the highest ratings
of 16 by A.M. Best, an independent rating

LUMINAIRE

1676 Foothill Road Ojai, CA 93023 805-646-0478 FAX 805-646-0593
ronphillips@sbcglobal.net

organization that assigns ratings measuring financial strength and claims-paying abilities. They consider factors such as overall operating performance, asset quality, financial flexibility, and capitalization. These ratings are current as of 06/11. Each company's policies have their own terms, exclusions and limitations. Woodmen of the World is an Assured Life Association not rated by A.M. Best. Contact SelectQuote Senior for more details.]

All Medicare benefits for any specific plan are the same...no matter how much you pay for it. SelectQuote Senior can help make sure you don't overpay.

106. MAN 3. SQ SENIOR LOGO, PHONE # AND URL.

Call this number or go to SelectQuote Senior dot com. SelectQuote Senior. We Shop. You Save.

107. END CARD. SELECTQUOTE SENIOR LOGO. PHONE NUMBER. SelectQuoteSenior.com. We Shop. You Save.

SelectQuote Senior is a division of SelectQuote Insurance Services. SelectQuote Insurance Services is an independently owned and operated insurance agency, and is not connected with or endorsed by any government agency or the Federal Medicare program. Not all companies and plans are available in all states.

Ad #SQTV03

SERFF Tracking Number: FRCS-127375822 State: Arkansas
Filing Company: American Continental Insurance Company State Tracking Number: 49656
Company Tracking Number: 5607
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Med Supp TV Advertising Filing
Project Name/Number: SQS/61/61

Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Third Party Authorization	Filed-Closed	09/19/2011
Comments:			
Attachment:			
Auth.pdf			

		Item Status:	Status Date:
Satisfied - Item:	Certification of Compliance	Filed-Closed	09/19/2011
Comments:			
Attachment:			
AR COC.pdf			



American Continental Insurance Company

101 Continental Place
Brentwood, TN 37027
800 264.4000
615 373.0272 fax
cont-life.com

August 11, 2011

To: The Insurance Commissioner

Authorization

This letter, or a copy thereof, will authorize the consulting firm of First Consulting & Administration, Inc., Kansas City, Missouri, to represent American Continental Insurance Company in the filing of the advertising materials submitted by SelectQuote Senior.

This Authorization shall be valid for a period of one year from the above date.

American Continental Insurance Company

By: 

Title: Senior Vice President

STATE OF ARKANSAS
CERTIFICATION OF COMPLIANCE

Company Name: American Continental Insurance Company

Form Titles: Television Med Supp Advertisement Script, Television Med Supp Advertisement Script, Television Med Supp Advertisement Script

Form Numbers: Ad #SQTV01, Ad #SQTV02, Ad #SQTV03

I hereby certify that to the best of my knowledge and belief, the above form(s) and submission complies with Reg. 19, as well as the other laws and regulations of the State of Arkansas.



Steve Hendrich
Secretary

August 22, 2011
Date