

SERFF Tracking Number: QUAC-127613887 State: Arkansas
Filing Company: QualChoice Life and Health Insurance Company, State Tracking Number: 49714
Inc.
Company Tracking Number:
TOI: MS05I Individual Medicare Supplement - Sub-TOI: MS05I.001 Plan A
Standard Plans
Product Name: MediQ65
Project Name/Number: MediQ65 Introduction Press Release/

Filing at a Glance

Company: QualChoice Life and Health Insurance Company, Inc.

Product Name: MediQ65 SERFF Tr Num: QUAC-127613887 State: Arkansas
TOI: MS05I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 49714
Standard Plans Closed
Sub-TOI: MS05I.001 Plan A Co Tr Num: State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Authors: Jim Couch, Niki Thomas Disposition Date: 09/21/2011
Date Submitted: 09/06/2011 Disposition Status: Filed-Closed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: MediQ65 Introduction Press Release
Project Number:
Requested Filing Mode: Review & Approval
Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Deemer Date:
Submitted By: Jim Couch
Filing Description:
Press release announcing MediQ65 product introduction into market.

Status of Filing in Domicile:
Date Approved in Domicile:
Domicile Status Comments:
Market Type: Individual
Individual Market Type:
Filing Status Changed: 09/21/2011
State Status Changed: 09/21/2011
Created By: Jim Couch
Corresponding Filing Tracking Number:

Company and Contact

Filing Contact Information

Jim Couch, VP of Compliance jim.couch@qualchoice.com
12615 Chenal Parkway, Suite 300 501-228-7111 [Phone] 5118 [Ext]
Little Rock, AR 72211 501-707-6729 [FAX]

Filing Company Information

SERFF Tracking Number: QUAC-127613887 State: Arkansas

Filing Company: QualChoice Life and Health Insurance Company, State Tracking Number: 49714
Inc.

Company Tracking Number:

TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans

Product Name: MediQ65

Project Name/Number: MediQ65 Introduction Press Release/

QualChoice Life and Health Insurance CoCode: 70998 State of Domicile: Arkansas
Company, Inc.

12615 Chenal Parkway, Suite 300 Group Code: Company Type: Life & Health

Little Rock, AR 72211 Group Name: State ID Number:

(501) 228-7111 ext. [Phone] FEIN Number: 71-0386640

Filing Fees

Fee Required? No

Retaliatory? No

Fee Explanation:

Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
QualChoice Life and Health Insurance Company, Inc.	\$50.00	09/06/2011	51260758

SERFF Tracking Number: QUAC-127613887 State: Arkansas
 Filing Company: QualChoice Life and Health Insurance Company, State Tracking Number: 49714
 Inc.
 Company Tracking Number:
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
 Standard Plans
 Product Name: MediQ65
 Project Name/Number: MediQ65 Introduction Press Release/

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/21/2011	09/21/2011

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
MediQ65 Product Launch Press Release	Note To Reviewer	Jim Couch	09/06/2011	09/06/2011

SERFF Tracking Number: QUAC-127613887 State: Arkansas
Filing Company: QualChoice Life and Health Insurance Company, State Tracking Number: 49714
Inc.
Company Tracking Number:
TOI: MS05I Individual Medicare Supplement - Sub-TOI: MS05I.001 Plan A
Standard Plans
Product Name: MediQ65
Project Name/Number: MediQ65 Introduction Press Release/

Disposition

Disposition Date: 09/21/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: QUAC-127613887 State: Arkansas

Filing Company: QualChoice Life and Health Insurance Company, State Tracking Number: 49714
Inc.

Company Tracking Number:

TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans

Product Name: MediQ65

Project Name/Number: MediQ65 Introduction Press Release/

Schedule Form	Schedule Item	Schedule Item Status	Public Access
	MediQ65 Product Launch Press Release	Filed-Closed	Yes

SERFF Tracking Number: QUAC-127613887 State: Arkansas
Filing Company: QualChoice Life and Health Insurance Company, State Tracking Number: 49714
Inc.
Company Tracking Number:
TOI: MS05I Individual Medicare Supplement - Sub-TOI: MS05I.001 Plan A
Standard Plans
Product Name: MediQ65
Project Name/Number: MediQ65 Introduction Press Release/

Note To Reviewer

Created By:

Jim Couch on 09/06/2011 08:52 AM

Last Edited By:

Stephanie Fowler

Submitted On:

09/21/2011 04:47 PM

Subject:

MediQ65 Product Launch Press Release

Comments:

This press release will be distributed to certain media outlets in the State of Arkansas to announce QualChoice Life and Health Insurance Company's launch of the MediQ65 Medicare supplement product.

SERFF Tracking Number: QUAC-127613887 State: Arkansas
 Filing Company: QualChoice Life and Health Insurance Company, State Tracking Number: 49714
 Inc.
 Company Tracking Number:
 TOI: MS05I Individual Medicare Supplement - Sub-TOI: MS05I.001 Plan A
 Standard Plans
 Product Name: MediQ65
 Project Name/Number: MediQ65 Introduction Press Release/

Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-	0811+-	Advertising	MediQ65 Product	Initial			Press
Closed	002+MQPR		Launch Press				Release
09/21/2011			Release				DRAFT.pdf



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

For additional information contact:

Cathy Crowell, Communications Manager

QualChoice of Arkansas

501.219.5115

cathy.crowell@qualchoice.com

QualChoice announces MediQ65 product
Arkansans have new choice in Medigap coverage

LITTLE ROCK, Ark., (August XX, 2011)— Arkansas seniors now have another choice when it comes to Medicare supplement insurance – MediQ65, a new Medigap product from QualChoice. QualChoice, the state’s second largest and fastest growing managed care company, is offering this new product through its subsidiary, QualChoice Life and Health Insurance Company, Inc., to help limit the cost of coinsurance, copayments and deductibles for those on Medicare.

Mike Stock, president and CEO of QualChoice stated, “We are extremely pleased to be able to offer Arkansans choices and flexibility when it comes to controlling their health care costs. It is our goal to provide added coverage and services in order to meet the needs of Medicare recipients.”

Because Medicare coverage has limitations, recipients are often left with gaps in coverage that result in out-of-pocket expenses. According to 2008 Medicare information, about 50 percent of persons on Medicare have some type of Medicare supplement coverage. Supplemental insurance like MediQ65 helps to close the coverage gaps.

Medigap plans cut down on total expenses for Medicare recipients and charge a monthly premium for the coverage. In order to enroll in a Medigap Plan, customers must have both Parts A and B of Medicare.

“QualChoice understands that Medicare coverage and Medigap plans can be overwhelming, and we’re here to help,” said Stock. “We want to be a resource for our customers, as well as provide them with quality coverage. All they have to do to get information on our Medicare supplement options is call 855-MediQ65.”

MediQ65 plans are not connected with or endorsed by the U.S. government or the federal Medicare program.

About QualChoice

QualChoice is an Arkansas-based health services company offering a comprehensive line of health benefit and ancillary products on both a fully insured and self-insured basis. The company has become a market leader in providing competitively priced managed care products and excellent customer support. Headquartered in Little Rock, Arkansas, the company is the second largest managed care company in the state. It also operates an office in Springdale, Arkansas. For more information visit qualchoice.com.

###