

State: Arkansas **Filing Company:** World Insurance Company
TOI/Sub-TOI: H10I Individual Health - Dental/H10I.000 Health - Dental
Product Name: WIC Dental Cease Marketing Notice
Project Name/Number: WIC Dental Cease Marketing Notice/WIC Dental Cease Marketing Notice

Filing at a Glance

Company: World Insurance Company
 Product Name: WIC Dental Cease Marketing Notice
 State: Arkansas
 TOI: H10I Individual Health - Dental
 Sub-TOI: H10I.000 Health - Dental
 Filing Type: Form
 Date Submitted: 10/03/2012
 SERFF Tr Num: AMRP-128713677
 SERFF Status: Closed-Accepted For Informational Purposes
 State Tr Num:
 State Status: Closed-Accepted for Informational Purposes
 Co Tr Num: WIC DENTAL CEASE MARKETING NOTICE

Implementation
 Date Requested:
 Author(s): Sarah Shives, Jamie Mueller, Michele Kulish Danielson, Megan Knapp
 Reviewer(s): Donna Lambert (primary), Rosalind Minor
 Disposition Date: 10/10/2012
 Disposition Status: Accepted For Informational Purposes
 Implementation Date:

State Filing Description:

State: Arkansas **Filing Company:** World Insurance Company
TOI/Sub-TOI: H101 Individual Health - Dental/H101.000 Health - Dental
Product Name: WIC Dental Cease Marketing Notice
Project Name/Number: WIC Dental Cease Marketing Notice/WIC Dental Cease Marketing Notice

General Information

Project Name: WIC Dental Cease Marketing Notice	Status of Filing in Domicile: Authorized
Project Number: WIC Dental Cease Marketing Notice	Date Approved in Domicile:
Requested Filing Mode:	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 10/10/2012
	State Status Changed: 10/10/2012
Deemer Date:	Created By: Michele Kulish Danielson
Submitted By: Michele Kulish Danielson	Corresponding Filing Tracking Number:

Filing Description:
Please accept the notice filed under the supporting documentation as notice of World's decision to cease marketing Dental insurance business in this state.

Company and Contact

Filing Contact Information

Michele Kulish Danielson, Product Analyst michele.kulish.danielson@americanenterprise.com
 3
 601 6th Ave 515-245-2364 [Phone]
 Des Moines, IA 50309 515-247-2470 [FAX]

Filing Company Information

World Insurance Company	CoCode: 70629	State of Domicile: Nebraska
11808 Grant Street	Group Code: 3527	Company Type: Life and
Omaha, NE 68103-8000	Group Name: American Enterprise	Health
(402) 496-8289 ext. [Phone]	FEIN Number: 47-0339860	State ID Number:

Filing Fees

Fee Required? No
 Retaliatory? No
 Fee Explanation:
 Per Company: No

Company	Amount	Date Processed	Transaction #
World Insurance Company	\$0.00	10/03/2012	

State:	Arkansas	Filing Company:	World Insurance Company
TOI/Sub-TOI:	H101 Individual Health - Dental/H101.000 Health - Dental		
Product Name:	WIC Dental Cease Marketing Notice		
Project Name/Number:	WIC Dental Cease Marketing Notice/WIC Dental Cease Marketing Notice		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Donna Lambert	10/10/2012	10/10/2012

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Withdrawal from Market	Reviewer Note	Donna Lambert	10/04/2012	

SERFF Tracking #:

AMRP-128713677

State Tracking #:

Company Tracking #:

WIC DENTAL CEASE MARKETING
NOTICE

State:

Arkansas

Filing Company:

World Insurance Company

TOI/Sub-TOI:

H10I Individual Health - Dental/H10I.000 Health - Dental

Product Name:

WIC Dental Cease Marketing Notice

Project Name/Number:

WIC Dental Cease Marketing Notice/WIC Dental Cease Marketing Notice

Disposition

Disposition Date: 10/10/2012

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		Yes
Supporting Document	Health - Actuarial Justification		Yes
Supporting Document	Outline of Coverage		Yes
Supporting Document	Notice Pursuant to Arkansas Insurance Code Section 23-79-153		Yes

State: Arkansas **Filing Company:** World Insurance Company
TOI/Sub-TOI: H101 Individual Health - Dental/H101.000 Health - Dental
Product Name: WIC Dental Cease Marketing Notice
Project Name/Number: WIC Dental Cease Marketing Notice/WIC Dental Cease Marketing Notice

Reviewer Note

Created By:

Donna Lambert on 10/04/2012 12:04 PM

Last Edited By:

Donna Lambert

Submitted On:

10/10/2012 01:23 PM

Subject:

Withdrawal from Market

Comments:

See email

State: Arkansas **Filing Company:** World Insurance Company
TOI/Sub-TOI: H101 Individual Health - Dental/H101.000 Health - Dental
Product Name: WIC Dental Cease Marketing Notice
Project Name/Number: WIC Dental Cease Marketing Notice/WIC Dental Cease Marketing Notice

**Attachment World Insurance Company Individual Dental SERFF Tracking #
AMRP-128713677 .msg is not a PDF document and cannot be reproduced
here.**

SERFF Tracking #:

AMRP-128713677

State Tracking #:

Company Tracking #:

WIC DENTAL CEASE MARKETING
NOTICE

State:

Arkansas

Filing Company:

World Insurance Company

TOI/Sub-TOI:

H10I Individual Health - Dental/H10I.000 Health - Dental

Product Name:

WIC Dental Cease Marketing Notice

Project Name/Number:

WIC Dental Cease Marketing Notice/WIC Dental Cease Marketing Notice

Supporting Document Schedules

		Item Status:	Status Date:
Bypassed - Item:	Flesch Certification		
Bypass Reason:	Not applicable.		
Comments:			

		Item Status:	Status Date:
Bypassed - Item:	Application		
Bypass Reason:	Not applicable.		
Comments:			

		Item Status:	Status Date:
Bypassed - Item:	Health - Actuarial Justification		
Bypass Reason:	Not applicable.		
Comments:			

		Item Status:	Status Date:
Bypassed - Item:	Outline of Coverage		
Bypass Reason:	Not applicable.		
Comments:			

		Item Status:	Status Date:
Satisfied - Item:	Notice Pursuant to Arkansas Insurance Code Section 23-79-153		
Comments:			
Attachment(s):			
Arkansas.pdf			



P.O. Box 14556, Des Moines, Iowa 50306-3556
National Headquarters – Omaha, Nebraska

Customer Service • 1-800-786-7557

October 3, 2012

By Federal Express and SERFF

The Honorable Jay Bradford, Commissioner
Arkansas Insurance Department
1200 West Third Street
Little Rock, Arkansas 72201-1904

Re: World Insurance Company, NAIC #70629
Notice Pursuant to Arkansas Insurance Code Section 23-79-153

Dear Commissioner Bradford:

As you may be aware, World Insurance Company (“World”), subsidiary of American Enterprise Group, Inc. (“American Enterprise”) withdrew from the underwritten comprehensive major medical insurance markets in 2011.

Please accept this letter as formal notice of World’s decision to cease marketing Dental insurance business in the State of Arkansas.

Please be assured that World Insurance Company will continue to administer all in force Dental business in Arkansas.

If you or your staff have any questions or would like any additional information regarding the cessation of marketing Dental insurance in Arkansas, please do not hesitate to contact Michele Kulish Danielson at our toll-free number, 1-800-247-2190, ext 2364, or by email at Michele.Kulish.Danielson@americanenterprise.com.

Sincerely,

Michelle M Casper Barker

Michelle M. Casper Barker
Vice President and General Counsel