

**State:** Arkansas **Filing Company:** Bankers Fidelity Life Insurance Company  
**TOI/Sub-TOI:** MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010  
**Product Name:** Medicare Supplement Email Lead  
**Project Name/Number:** /

## Filing at a Glance

Company: Bankers Fidelity Life Insurance Company  
Product Name: Medicare Supplement Email Lead  
State: Arkansas  
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010  
Sub-TOI: MS08I.012 Multi-Plan 2010  
Filing Type: Advertisement  
Date Submitted: 11/08/2012  
SERFF Tr Num: BFLI-128758484  
SERFF Status: Closed-Filed-Closed  
State Tr Num:  
State Status: Filed-Closed  
Co Tr Num: AR B 21092 EB2  
Implementation: On Approval  
Date Requested:  
Author(s): Jill Jones, Bridgett Williams, Tina Cunningham, Lyn Ezell, Sharon White  
Reviewer(s): Stephanie Fowler (primary)  
Disposition Date: 11/19/2012  
Disposition Status: Filed-Closed  
Implementation Date:  
State Filing Description:

**State:** Arkansas **Filing Company:** Bankers Fidelity Life Insurance Company  
**TOI/Sub-TOI:** MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010  
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## General Information

**Project Name:** Status of Filing in Domicile: Authorized  
**Project Number:** Date Approved in Domicile: 11/05/2012  
**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: 11/19/2012  
 State Status Changed: 11/19/2012  
**Deemer Date:** Created By: Tina Cunningham  
**Submitted By:** Tina Cunningham **Corresponding Filing Tracking Number:**  
**Filing Description:**  
 The above-referenced lead generation advertising piece is being submitted to your department for formal review and approval and will not replace any previously approved advertisement.

This piece will be emailed to consumers in order to generate interest in our Medicare Supplement policies which were approved by the Department on 03-08-2010 via SERFF Tracking # BFLI-126704172.

## Company and Contact

### Filing Contact Information

Tina Cunningham, Compliance Analyst L1 tcunningham@atlam.com  
 4370 Peachtree Road NE 404-266-5723 [Phone]  
 Atlanta, GA 30319 404-926-4092 [FAX]

### Filing Company Information

Bankers Fidelity Life Insurance CoCode: 61239 State of Domicile: Georgia  
 Company Group Code: 587 Company Type: Life & Health  
 4370 Peachtree Rd NE Group Name: 61239 State ID Number:  
 Atlanta, GA 30319 FEIN Number: 58-0658963  
 (404) 266-5600 ext. [Phone]

## Filing Fees

**Fee Required?** Yes  
**Fee Amount:** \$50.00  
**Retaliatory?** Yes  
**Fee Explanation:**  
**Per Company:** No

Company	Amount	Date Processed	Transaction #
Bankers Fidelity Life Insurance Company	\$50.00	11/08/2012	64722555

SERFF Tracking #:

BFLI-128758484

State Tracking #:

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TOI/Sub-TOI:

MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010

Product Name:

Medicare Supplement Email Lead

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	11/19/2012	11/19/2012

SERFF Tracking #:

BFLI-128758484

State Tracking #:

Company Tracking #:

AR B 21092 EB2

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## Disposition

Disposition Date: 11/19/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Lead Generation Advertising	Filed-Closed	Yes

**State:** Arkansas **Filing Company:** Bankers Fidelity Life Insurance Company  
**TOI/Sub-TOI:** MS081 Individual Medicare Supplement - Standard Plans 2010/MS081.012 Multi-Plan 2010  
**Product Name:** Medicare Supplement Email Lead  
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## Form Schedule

### Lead Form Number: B 21092 EB2

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1	Filed-Closed 11/19/2012	Lead Generation Advertising	B 21092 EB2	ADV	Initial		0.000	B 21092 EB2.pdf

### Form Type Legend:

<b>ADV</b>	Advertising	<b>AEF</b>	Application/Enrollment Form
<b>CER</b>	Certificate	<b>CERA</b>	Certificate Amendment, Insert Page, Endorsement or Rider
<b>DDP</b>	Data/Declaration Pages	<b>FND</b>	Funding Agreement (Annuity, Individual and Group)
<b>MTX</b>	Matrix	<b>NOC</b>	Notice of Coverage
<b>OTH</b>	Other	<b>OUT</b>	Outline of Coverage
<b>PJK</b>	Policy Jacket	<b>POL</b>	Policy/Contract/Fraternal Certificate
<b>POLA</b>	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	<b>SCH</b>	Schedule Pages

## It's time to clear the confusion about your Medicare coverage.



If you're like most adults, the complexities of Medicare can seem overwhelming. But with Bankers Fidelity Life Insurance Company, you'll find clear, easy-to-understand answers that take the guesswork out of this important decision.

Since 1955, the professionals at Bankers Fidelity Life have dedicated themselves to ensuring seniors have the insurance coverage they need. Among many products, we offer Bankers Fidelity Life's Medicare Supplement insurance that helps cover what Medicare doesn't.

### We offer these exceptional benefits:

- Guaranteed renewable for life
- No pre-existing waiting period
- Exceptional claims service
- No provider network restrictions
- Preferred rates for healthy seniors

We can help.

[LEARN MORE](#)

Did you know?

It's Flexible

You Can Choose

It Puts You In Control

You're Free To Travel

It's A Better Value

Follow Us



### Bankers Fidelity Life's Medicare Supplement Insurance:

#### It's flexible

With Bankers Fidelity, you have many plan options, and you're not limited by an enrollment window or any timing restrictions.

#### Enjoy freedom of choice

You choose the doctor or hospital – anyone who accepts Medicare.

#### You're in control

Need to see a specialist? Go right ahead. There's no need for a referral.

#### You're free to go

Travel with confidence, knowing you are covered anywhere within the US.

#### It's a better value

Get help with out-of-pocket costs that can help you manage your healthcare expenses.

Claim your life.™