

SERFF Tracking Number: AMRP-127972598 State: Arkansas  
 Filing Company: World Corp Insurance Company State Tracking Number:  
 Company Tracking Number: 09AR0648-1  
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010  
 Standard Plans 2010  
 Product Name: WCIC Website Advertisement  
 Project Name/Number: WCIC Website Advertisement/09AR0648-1

## Filing at a Glance

Company: World Corp Insurance Company  
 Product Name: WCIC Website Advertisement SERFF Tr Num: AMRP-127972598 State: Arkansas  
 TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num:  
 Standard Plans 2010 Closed  
 Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0648-1 State Status: Under Review  
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
 Authors: Andrea Davey, Patricia Corrigan Disposition Date: 02/07/2012  
 Date Submitted: 01/10/2012 Disposition Status: Filed-Closed  
 Implementation Date Requested: On Approval Implementation Date:  
 State Filing Description:

## General Information

Project Name: WCIC Website Advertisement Status of Filing in Domicile: Authorized  
 Project Number: 09AR0648-1 Date Approved in Domicile:  
 Requested Filing Mode: Review & Approval Domicile Status Comments:  
 Explanation for Combination/Other: Market Type: Individual  
 Submission Type: Resubmission Previous Filing Number: AMRP-127698689  
 Individual Market Type: Overall Rate Impact:  
 Filing Status Changed: 02/07/2012  
 State Status Changed: 01/24/2012 Deemer Date:  
 Created By: Patricia Corrigan Submitted By: Patricia Corrigan  
 Corresponding Filing Tracking Number:  
 Filing Description:  
 Re: Individual Medicare Supplement Advertising  
 Form: WC QU 1000 Rev. 11/11

We are submitting the above referenced form for your review and approval. This form was previously submitted and approved under, AMRP-127698689 on 10/10/2011.

This revision includes the following addition to the disclosure area, " In CO, MO, NC, and PA coverage is available to qualified Medicare beneficiaries under age 65".

SERFF Tracking Number: AMRP-127972598 State: Arkansas  
 Filing Company: World Corp Insurance Company State Tracking Number:  
 Company Tracking Number: 09AR0648-1  
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010  
 Standard Plans 2010  
 Product Name: WCIC Website Advertisement  
 Project Name/Number: WCIC Website Advertisement/09AR0648-1

We hope you find this form satisfactory. If you have any questions, please contact me at 1-800-247-2190 ext. 2810.

Thank you.

## Company and Contact

### Filing Contact Information

Patricia Corrigan, patricia.corrigan@americanenterprise.com  
 601 6th Ave. 330-220-1931 [Phone]  
 Des Moines, IA 50309

### Filing Company Information

World Corp Insurance Company CoCode: 79987 State of Domicile: Nebraska  
 11808 Grant Street Group Code: 3527 Company Type: Life and Health  
 P O Box 3160 Group Name: American Enterprise State ID Number:  
 Omaha, NE 68103-0160 FEIN Number: 56-0710065  
 (402) 486-8289 ext. [Phone]

## Filing Fees

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? No  
 Fee Explanation: \$50.00 per form x 1 form = \$50.00  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
World Corp Insurance Company	\$50.00	01/10/2012	55172464

SERFF Tracking Number: AMRP-127972598 State: Arkansas  
Filing Company: World Corp Insurance Company State Tracking Number:  
Company Tracking Number: 09AR0648-1  
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010  
Standard Plans 2010  
Product Name: WCIC Website Advertisement  
Project Name/Number: WCIC Website Advertisement/09AR0648-1

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	02/07/2012	02/07/2012

*SERFF Tracking Number:* AMRP-127972598 *State:* Arkansas  
*Filing Company:* World Corp Insurance Company *State Tracking Number:*  
*Company Tracking Number:* 09AR0648-1  
*TOI:* MS08I Individual Medicare Supplement - *Sub-TOI:* MS08I.005 Plan F (Basic) 2010  
Standard Plans 2010  
*Product Name:* WCIC Website Advertisement  
*Project Name/Number:* WCIC Website Advertisement/09AR0648-1

## **Disposition**

Disposition Date: 02/07/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: AMRP-127972598 State: Arkansas  
Filing Company: World Corp Insurance Company State Tracking Number:  
Company Tracking Number: 09AR0648-1  
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010  
Standard Plans 2010  
Product Name: WCIC Website Advertisement  
Project Name/Number: WCIC Website Advertisement/09AR0648-1

<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	WCIC Website Advertisement	Filed-Closed	Yes

SERFF Tracking Number: AMRP-127972598 State: Arkansas  
 Filing Company: World Corp Insurance Company State Tracking Number:  
 Company Tracking Number: 09AR0648-1  
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010  
 Standard Plans 2010  
 Product Name: WCIC Website Advertisement  
 Project Name/Number: WCIC Website Advertisement/09AR0648-1

## Form Schedule

**Lead Form Number: WC QU 1000 Rev. 11/11**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 02/07/2012	WC QU 1000 11/11	Advertising	WCIC Website Advertisement	Revised	Replaced Form #: WC QU 1000 06/11 Previous Filing #: AMRP-127698689		WC QU 1000 Rev. 11-11 Bracketed.pdf

## CompletePlus Medicare Supplement 3-Step Quote

### Step 1: About You

First Name\*

ZIP Code\* 

E-Mail Address\*

Effective Date\* 

Confirm E-Mail Address\*

MM/DD/YYYY

Date of Birth\*

Month  Day  Year

Your e-mail address will never be shared or sold. It may be used to send you important notices.

Are you part of a couple? \* 

Yes  No

Sex\*

Male  Female

\* Required Field

[Next »](#)

By submitting this form, you are opting-in to further marketing communication from World Corp Insurance Company and its affiliates. You may opt out at any time by selecting the Opt Out link in a received email.

WC QU 1000 Rev. 11/11

### Our Simple Formula to Avoid Overpaying



Preferred Rates & Couples Discount  
+ Online Application

**Savings for You**

WC AD 1054 02/04/2011

### We Wouldn't Tease You



Our affordable rates aren't introductory rates. They are the savings we pass on to you through our **exclusive discounts and direct application process.**

WC AD 1058 03/09/2011