

SERFF Tracking Number: IASL-128204441 State: Arkansas
 Filing Company: Central States Indemnity Co. of Omaha State Tracking Number:
 Company Tracking Number: CS AR WEB PAGE
 TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
 Product Name: CS AR Web Page
 Project Name/Number: /

Filing at a Glance

Company: Central States Indemnity Co. of Omaha

Product Name: CS AR Web Page SERFF Tr Num: IASL-128204441 State: Arkansas

TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed- State Tr Num:
 Closed

Sub-TOI: MS09.000 Medicare Supplement Co Tr Num: CS AR WEB PAGE State Status: Filed-Closed
 Other 2010

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler
 Author: Karen Nowlan Disposition Date: 03/28/2012
 Date Submitted: 03/27/2012 Disposition Status: Filed-Closed
 Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: Status of Filing in Domicile: Authorized
 Project Number: Date Approved in Domicile:
 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: 03/28/2012
 State Status Changed: 03/28/2012

Deemer Date: Created By: Karen Nowlan
 Submitted By: Karen Nowlan Corresponding Filing Tracking Number:

Filing Description:

Central States Indemnity Co. of Omaha

NAIC# 34274

FORM NUMBER-----DESCRIPTION/TITLE

9681-11082011 -----Webpage

Enclosed please find a letter authorizing Insurance Administrative Solutions, L.L.C. to submit this filing on behalf of Central States Indemnity Co. of Omaha ("CSI"). This is a new filing. Central States Indemnity Co. of Omaha's Medicare Supplement Policy forms (CSMSAI2010AR et al), were approved by your Department on March 27, 2012 (SERFF Tr Num: IASL-128122100).

A Medicare Supplement brochure for this Company was submitted March 27, 2012 in a separate filing (SERFF Tr Num:

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 IASL-128204379).

Thank you for your assistance. If you have any questions, please contact me at 1-877-777-2443, extension 2171 or by email at Karen.Nowlan@IASadmin.com.

Sincerely,
 Karen Nowlan, HIA, MHP, AIRC
 Compliance Analyst

Company and Contact

Filing Contact Information

Karen Nowlan, Compliance analyst karen.nowlan@iasadmin.com
 8545 126th Avenue North 727-584-0007 [Phone] 2171 [Ext]
 Suite 200 727-584-5613 [FAX]
 Largo, FL 33773-1502

Filing Company Information

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

Central States Indemnity Co. of Omaha	CoCode: 34274	State of Domicile: Nebraska
P.O. Box 34888	Group Code:	Company Type:
Omaha, NE 68134-0888	Group Name:	State ID Number:
(402) 397-1111 ext. [Phone]	FEIN Number: 47-0591908	

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Central States Indemnity Co. of Omaha	\$50.00	03/27/2012	57511143

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	03/28/2012	03/28/2012

Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Stephanie Fowler	03/27/2012	03/27/2012	Karen Nowlan	03/28/2012	03/28/2012

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Disposition

Disposition Date: 03/28/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Authorization Letter	Filed-Closed	Yes
Form	Webpage	Filed-Closed	Yes

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Objection Letter

Objection Letter Status Pending Industry Response
Objection Letter Date 03/27/2012
Submitted Date 03/27/2012
Respond By Date 04/27/2012

Dear Karen Nowlan,

This will acknowledge receipt of the captioned filing. Please explain where any links on this page lead and what information will be shown.

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,

Stephanie Fowler

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Response Letter

Response Letter Status Submitted to State
Response Letter Date 03/28/2012
Submitted Date 03/28/2012

Dear Stephanie Fowler,

Comments:

Thank you for your prompt review of this filing. Please see response from the Company.

Response 1

Comments: "About CSI" goes to our Company home page where basic information on our company, a listing of available products, and how to contact our company is shown.

"Free Medicare Guide Download" goes to the Medicare Supplement Buyers Guide.

The AM Best link puts out published information by AM Best about our company and the BBB link provides an overview and complaint information about our company.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Thank you,

Karen Nowlan

Sincerely,

Karen Nowlan

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Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-	9681-	Advertising	Webpage	Initial			9681-
Closed	11082011						11082011.pdf
	03/28/2012						

Looking for protection from some of the bills Medicare doesn't pay?

CSI offers supplemental insurance policies designed to give you choices in coverage.

[ABOUT CSI](#) ▶



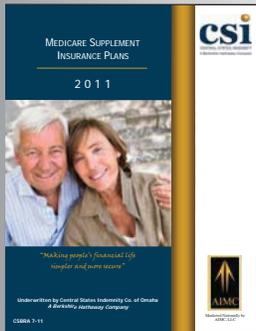
Medicare Supplement Benefits:

- Choose an insurance policy that fits your situation.
- Help cover rising medical costs.
- Your policy is guaranteed renewable, as long as the premiums are paid on time.



To speak with a customer service representative call:

Existing Policy Holders -
{855.664.5517}
Information on CSI's Medicare Supplement Insurance Policies -
{888.888.8888}



Your Financial Life - More Simple and Secure

At CSI, a Berkshire Hathaway company, our mission is to make people's financial lives more simple and secure.

- **Financial Stability:** CSI has an A+ rating from AM Best {(5/2011).}
- **Experience:** More than {35} years of experience in the insurance industry.
- **Reliable:** We do what we say we'll do, when we say we'll do it.

Download a **FREE** copy of
A Guide to Health Insurance for People with Medicare

by the Centers for Medicare and Medicaid Services and the National Association of Insurance Commissioners.



[FREE Medicare Guide Download](#)

Central States Indemnity Co. of Omaha (CSI) is licensed nationwide. These insurance policies have exclusions and limitations. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations. This request for information is insurance related and if you respond you may be contacted in an attempt to sell you insurance. Applicable state versions of Medicare Supplement policies: CSMSAA2010, CSMSBA2010, CSMSCA2010, CSMSFA2010, CSMSNA2010. In Wisconsin policy CSBASWI with riders. In some states, plans may be available to persons eligible for Medicare by reason of disability. All insurance policies may not be available in your state. Neither CSI nor its Medicare Supplement Insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program. This website is not intended for use outside of the United States.



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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Authorization Letter	Filed-Closed	Date: 03/28/2012
Comments:		
Attachment:		
2012 Authorization.pdf		



Authorization to Submit Filings

Central States Indemnity Co. of Omaha authorizes Insurance Administrative Solutions, LLC to submit Medicare Supplement filings, including but not limited to forms, rates, and advertising, to state insurance regulators on our behalf.

Central States Indemnity Co. of Omaha also authorizes Insurance Administrators to receive all communications from said regulators related to these filings and to respond back to such communications.

This authorization shall remain in effect until revoked in writing.

A handwritten signature in cursive script that reads 'John Juricek', written over a horizontal line.

John Juricek
Vice President Compliance

A handwritten date '2/27/12' written in cursive script, positioned above a horizontal line.

Central States Indemnity Co. of Omaha