

SERFF Tracking Number: QUAC-128319625 State: Arkansas
Filing Company: QualChoice Life and Health Insurance Company, State Tracking Number:
Inc.
Company Tracking Number:
TOI: MS05I Individual Medicare Supplement - Sub-TOI: MS05I.008 Plan G
Standard Plans
Product Name: MediQ65
Project Name/Number: /

Filing at a Glance

Company: QualChoice Life and Health Insurance Company, Inc.

Product Name: MediQ65 SERFF Tr Num: QUAC-128319625 State: Arkansas
TOI: MS05I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num:
Standard Plans Closed
Sub-TOI: MS05I.008 Plan G Co Tr Num: State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Authors: Jim Couch, Niki Thomas Disposition Date: 05/02/2012
Date Submitted: 05/01/2012 Disposition Status: Filed-Closed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Status of Filing in Domicile:
Project Number: Date Approved in Domicile:
Requested Filing Mode: Domicile Status Comments:
Explanation for Combination/Other: Market Type:
Submission Type: New Submission Overall Rate Impact:
Filing Status Changed: 05/02/2012
State Status Changed: 05/02/2012 Deemer Date:
Created By: Niki Thomas Submitted By: Niki Thomas
Corresponding Filing Tracking Number:
Filing Description:
MediQ 65 G
State Narrative:

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]

SERFF Tracking Number: QUAC-128319625 State: Arkansas

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

Company Tracking Number:

TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.008 Plan G
Standard Plans

Product Name: MediQ65

Project Name/Number: /

Filing Company Information

QualChoice Life and Health Insurance
Company, Inc.

12615 Chenal Parkway, Suite 300
Little Rock, AR 72211
(501) 228-7111 ext. [Phone]

CoCode: 70998

State of Domicile: Arkansas

Group Code:

Company Type: Life & Health

Group Name:

State ID Number:

FEIN Number: 71-0386640

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: \$50 per form
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
QualChoice Life and Health Insurance Company, Inc.	\$50.00	05/01/2012	58811387

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	05/02/2012	05/02/2012

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Advertisement Filing	Note To Reviewer	Niki Thomas	05/01/2012	05/01/2012

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Disposition

Disposition Date: 05/02/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	MediQ 65 Letter 3	Filed-Closed	No

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Note To Reviewer

Created By:

Niki Thomas on 05/01/2012 08:09 AM

Last Edited By:

Stephanie Fowler

Submitted On:

05/02/2012 04:35 PM

Subject:

Advertisement Filing

Comments:

Ms. Stephanie Fowler
Arkansas Department of Insurance
Life and Health Division
1200 West Third Street
Little Rock, AR 72201

RE: QualChoice Life and Health Insurance Company, Inc. Medicare Supplement Advertisements

Dear Ms. Fowler:

Please find the attached fee and MediQ65 Third Letter for your review.

Please feel free to contact me at any time should you need additional information or have any questions or comments.

Sincerely yours,

J. Nicole Thomas
Associate Corporate Counsel
nicole.thomas@qualchoice.com
501-219-5129

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Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 05/02/2012	0312MK00 9_MQ65Ltr 3	Advertising	MediQ 65 Letter 3	Initial			MediQ65 Ltr3 - FINAL to AID.pdf

<<Date>>

<<First Name, Last Name>>

<<Address>>

<<City, State Zip>>

Don't plan on Medicare covering everything.

Dear <<First Name>>:

If you've recently turned 65 or are about to, you're probably receiving a ton of material regarding Medicare and insurance supplements. You may have learned more than you ever wanted to know—including that out of pocket expenses can really add up with Medicare coverage only. For example, your cost for Part A deductible is \$1,156 per hospital admission and Part B deductible is \$140 + 20% of all charges. We can help cover these costs for you through our Medicare insurance supplement plans—A, G, F and N. Plan F* offers the most supplemental coverage with a monthly premium of \$135-\$140, depending on the county in which you live. Plans A, G and N offer lower premiums with somewhat less coverage.

I understand all of the information may be overwhelming, so please feel free to contact me to discuss the best option for you. You can reach me at 501.228.7111, ext. 5135 or toll free at 1.855.633.4765, Monday-Friday, 8:00 a.m. to 5:00 p.m.

Ron Rogers
Sales Manager, MediQ65™
Ron.rogers@qualchoice.com

P.S. I look forward to hearing from you at 501.228.7111, ext. 5135 or toll free at 1.855.633.4765, Monday-Friday, 8:00 a.m. to 5:00 p.m.!

*2012 Rates

The purpose of this communication is the solicitation of insurance. MediQ65™ is not connected with or endorsed by the U.S. government or the federal Medicare program. MediQ65™ is a Medicare Supplement Insurance policy underwritten by QualChoice Life and Health Insurance Company, Inc.

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