

**State:** Arkansas **Filing Company:** American Continental Insurance Company  
**TOI/Sub-TOI:** MS05I Individual Medicare Supplement - Standard Plans/MS05I.015 Multi-Plan  
**Product Name:** Medicare Supplement  
**Project Name/Number:** rebranding policy coverfor aetna/

## Filing at a Glance

Company: American Continental Insurance Company  
Product Name: Medicare Supplement  
State: Arkansas  
TOI: MS05I Individual Medicare Supplement - Standard Plans  
Sub-TOI: MS05I.015 Multi-Plan  
Filing Type: Form  
Date Submitted: 09/20/2012  
SERFF Tr Num: AETN-128675862  
SERFF Status: Closed-Filed-Closed  
State Tr Num:  
State Status: Filed-Closed  
Co Tr Num: REBRANDING POLICY COVER  
  
Implementation: On Approval  
Date Requested:  
Author(s): Mary Ann Pyle, Lori Rodman  
Reviewer(s): Stephanie Fowler (primary)  
Disposition Date: 09/24/2012  
Disposition Status: Filed-Closed  
Implementation Date:  
  
State Filing Description:

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## General Information

Project Name: rebranding policy coverfor aetna Status of Filing in Domicile: Not Filed  
 Project Number: Date Approved in Domicile:  
 Requested Filing Mode: Informational Domicile Status Comments:  
 Explanation for Combination/Other: Market Type: Individual  
 Submission Type: New Submission Individual Market Type:  
 Overall Rate Impact: Filing Status Changed: 09/24/2012  
 State Status Changed: 09/24/2012  
 Deemer Date: Created By: Lori Rodman  
 Submitted By: Lori Rodman Corresponding Filing Tracking Number:

### Filing Description:

the enclosed policy cover was revised to remove the Aetna Logo and branding and replace it with the new Aetna logo. No other changes were made to the policy cover other than the removing and replacing of the logo.  
 This policy cover was previously submitted and approved by the Department via SERFF filing #AETN-127745078  
 If you have any questions regarding this submission please contact Lori Rodman at 615 884-6162 or email at RodmanL@aetna.com

## Company and Contact

### Filing Contact Information

Lori Rodman, Compliance Consultant RodmanL@Aetna.com  
 101 Continental Place 615-373-0272 [Phone]  
 Brentwood, TN 37027

### Filing Company Information

American Continental Insurance Company CoCode: 12321 State of Domicile: Tennessee  
 101 Continental Place Group Code: 1 Company Type:  
 Brentwood, TN 37027 Group Name: State ID Number:  
 (615) 370-9044 ext. [Phone] FEIN Number: 20-2901054

## Filing Fees

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

Company	Amount	Date Processed	Transaction #
American Continental Insurance Company	\$50.00	09/20/2012	62905611

**SERFF Tracking #:**

AETN-128675862

**State Tracking #:**

**Company Tracking #:**

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/24/2012	09/24/2012

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## Disposition

Disposition Date: 09/24/2012

Implementation Date:

Status: Filed-Closed

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
Form	policy jacket	Filed-Closed	Yes

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## Form Schedule

### Lead Form Number:

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Filed-Closed 09/24/2012	ACILP01106	PJK	policy jacket	Initial:		ACILP01106 POLICY COVER MEDSUP ACI 2012.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

**aetna**<sup>SM</sup>

Underwritten by  
**American Continental  
Insurance Company**  
An Aetna Company

Helping provide  
financial security



**Medicare Supplement  
Insurance Policy**

# Welcome

## Dear valued policyholder,

Thank you for your recent application for Medicare Supplement insurance and welcome to our family of policyholders. Enclosed is your policy. We would like for you to take a few minutes to look over the copy of your application in the back of your policy. **It is important that all information including your date of birth, height, weight and health questions are answered correctly.** Please pay close attention to the answers on the health and medical questions as an incorrect answer could jeopardize your coverage under this policy. If you applied during the Open Enrollment or Guarantee Issue period, these health questions will not be answered as they do not apply. If there are any corrections or additions please notify us immediately.

American Continental Insurance Company is committed to providing outstanding service to our policyholders. We feel that our rapid growth is a result of striving for excellence through personalized customer service and products to fulfill your needs. Please take a few moments to review your policy and keep it in a handy place for future reference.

If you have any questions regarding your policy benefits or if we can be of assistance in other ways concerning your insurance needs, please let us hear from you. Our staff of dedicated professionals is ready to assist you.

## Our commitment

American Continental Insurance Company, headquartered in the Nashville, Tennessee area, has an unwavering commitment to providing the best personal service possible, quick claims payment, quality products with solid financial backing, and helpful, friendly associates with extensive knowledge and experience. Policyholders rely on our company to be there when they need us. We take those obligations very seriously and everything we do is focused on fulfilling our commitments in a timely, hassle-free manner – so you have the best experience possible.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

800 264.4000  
[www.cont-life.com](http://www.cont-life.com)  
[www.aetna.com](http://www.aetna.com)

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**American Continental  
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An Aetna Company

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## Supporting Document Schedules

		Item Status:	Status Date:
Bypassed - Item:	Flesch Certification		
Bypass Reason:	n/a		
Comments:			

		Item Status:	Status Date:
Bypassed - Item:	Application		
Bypass Reason:	n/a not filing policy in this filing		
Comments:			

		Item Status:	Status Date:
Bypassed - Item:	Health - Actuarial Justification		
Bypass Reason:	n/a		
Comments:			

		Item Status:	Status Date:
Bypassed - Item:	Outline of Coverage		
Bypass Reason:	n/a		
Comments:			