

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: 09/26/2012
 SERFF Tr Num: BFLI-128704172
 SERFF Status: Closed-Filed-Closed
 State Tr Num:
 State Status: Filed-Closed
 Co Tr Num: NE B 21092 EB1

 Implementation: On Approval
 Date Requested:
 Author(s): Jill Jones, Bridgett Williams, Tina Cunningham, Lyn Ezell, Sharon White
 Reviewer(s): Stephanie Fowler (primary)
 Disposition Date: 09/26/2012
 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
Product Name: Medicare Supplement Email Lead
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General Information

Project Name: Status of Filing in Domicile: Pending
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: 09/26/2012
 State Status Changed: 09/26/2012
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 03-23-2010 via SERFF Tracking # BFLI-126469285.

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: \$50.00 x 1 form
Per Company: No

Company	Amount	Date Processed	Transaction #
Bankers Fidelity Life Insurance Company	\$50.00	09/26/2012	63104667

SERFF Tracking #:

BFLI-128704172

State Tracking #:

Company Tracking #:

NE B 21092 EB1

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:

/

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/26/2012	09/26/2012

SERFF Tracking #:

BFLI-128704172

State Tracking #:

Company Tracking #:

NE B 21092 EB1

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

Project Name/Number:

/

Disposition

Disposition Date: 09/26/2012

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
Project Name/Number: /

Form Schedule

Lead Form Number: B 21092 EB1

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Filed-Closed 09/26/2012	B 21092 EB1	ADV	Lead Generation Advertising	Initial:	0.000	B 21092 EB1.pdf

Form Type Legend:

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

Let's clear the air on 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

Take the complexity
out of Medicare
choices.

[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.™