

**STATE OF MINNESOTA
DEPARTMENT OF COMMERCE**

Bulletin 2009-1
Issued on January 28, 2009

To: All Insurers Writing Long-Term Care Insurance and Medicare Supplement Insurance in Minnesota.

Subject: New Procedure for Submitting Advertisements for Long-Term Care and Medicare Supplement Insurance via the System for Electronic Rate and Form Filing (SERFF)

PURPOSE

According to MINN. STAT. § 62A.31, subd. 5, an entity issuing Medicare supplement policies must provide to the Department of Commerce a copy of its Medicare supplement advertisements intended for use in Minnesota. And, according to MINN. STAT. § 62S.28, subd. 1, an entity providing long-term care insurance must provide to the Department a copy of its long-term care insurance advertisements intended for use in Minnesota. Currently, entities provide to the Department hard copies of the advertisements. As of May 1, 2009, entities must provide to the Department electronic copies of the advertisements via the System for Electronic Rate and Form Filing (SERFF).

PROCEDURE

1. Utilize the same SERFF instance (i.e. Life & Health) to submit long-term care and Medicare supplement advertisements.
2. Advertisements may be submitted as a part of a form filing or independently.
3. Convert all required advertisements to an electronic .PDF file format before attaching.
4. Attach advertisements under the Forms Schedule tab.
5. Complete all required state specific fields under the State Specific tab.
6. If advertisements are submitted as a distinct filing without any accompanying policy forms, they should be submitted on an informational basis and no filing fee is required.

EFFECTIVE DATE

This Bulletin shall take effect on May 1, 2009.

CONTACT

Questions regarding this Bulletin should be directed to Mr. Robert Boyce Bob.Boyce@state.mn.us (long-term care) or Ms. Julie Lee (Medicare supplement) Julie.Lee@state.mn.us.



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