

NARRATIVE SUMMARY

Company: American Family Life Assurance Company of New York
NAIC Code: 60526
SERFF Tracking #: AFLA-129013146

American Family Life Assurance Company of New York is requesting a premium rate adjustment for its Individual Standardized Medicare Supplement policies in the state of New York. The proposed rate adjustment reflects an increase of 6.1% for Plans B and C, and a .3% decrease for Plans A, D, E, F and G. The total number of policyholders affected by the proposed rate adjustment is 264.

A policyholder will receive the proposed rate adjustment effective on the policyholder's next anniversary on or after November 1, 2013. An additional written notice of the premium rate adjustment approved by the New York State Department of Financial Services will be sent to each policyholder 60 days prior to when the adjustment will affect their premium, and will reflect the new premium amount, the billing mode and the effective date.

This proposed rate increase is necessary because benefits associated with our Standardized Medicare Supplement policies increased due to increases in Medicare deductibles and claim costs.

The decrease is due to the New York State Department of Financial Services' pool load requirements. Pool load requirements refer to the market stabilization process used to adjust for the differences in demographic characteristics of the groups or persons covered within the New York Medicare Supplement market.