



OFFICE OF INSURANCE AND SAFETY FIRE COMMISSIONER

JOHN W. OXENDINE
COMMISSIONER OF INSURANCE
SAFETY FIRE COMMISSIONER
INDUSTRIAL LOAN
COMMISSIONER
COMPTROLLER GENERAL

Seventh Floor, West Tower
2 Martin Luther King Jr. Dr.
Atlanta, Georgia 30334
(404) 656-2056
www.gainsurance.org

DIRECTIVE **09-L&H-1**

TO: ALL INSURERS FILING LIFE OR HEALTH INSURANCE PRODUCTS OR RATES

FROM: JOHN W. OXENDINE
INSURANCE AND SAFETY FIRE COMMISSIONER

DATE: JULY 10, 2009

RE: IMPLEMENTATION OF MANDATORY SERFF FILING FOR ALL LIFE AND HEALTH PRODUCT AND RATE FILINGS ON OR AFTER OCTOBER 1, 2009

On May 1, 2009, Georgia mandated EFT payment for all SERFF filings. To further streamline the product and rate filing process, Georgia will now require the submission of all product and rate filings via SERFF by Life, Accident & Sickness Companies, Property and Casualty Insurers filing Health Products with the Life and Health Division, Fraternal, HMOs, PSHCCs, HMDIs, and Health Care Corporations in policy form and/or rate filings. This change will be effective for any Life or Health product or rate filing submitted on or after October 1, 2009.

We have seen an increased use of SERFF filings and EFT payments already in Georgia. The use of SERFF will allow for faster review and more efficiency in the filing process.

To sign up for SERFF and/or EFT, you may contact the NAIC's SERFF Marketing Team at serffmktg@naic.org or 816.783.8787.

Any questions concerning this Directive should be addressed to the Life and Health Division, 902 West Tower, Floyd Building, #2 Martin Luther King, Jr. Drive, Atlanta, Georgia 30334, (404) 656-2085, or life@oci.ga.gov

JOHN W. OXENDINE
INSURANCE AND SAFETY FIRE COMMISSIONER
STATE OF GEORGIA