

SERFF Tracking Number:	HUMA-125809218	State:	Arkansas
Filing Company:	Humana Insurance Company	State Tracking Number:	40210
Company Tracking Number:	AR-07-2008		
TOI:	MS06 Medicare Supplement - Other	Sub-TOI:	MS06.000 Medicare Supplement - Other
Product Name:	Individual Medicare Supplement		
Project Name/Number:	TV AD/AR-07-2008		

Filing at a Glance

Company: Humana Insurance Company

Product Name: Individual Medicare Supplement SERFF Tr Num: HUMA-125809218 State: ArkansasLH

TOI: MS06 Medicare Supplement - Other SERFF Status: Closed State Tr Num: 40210

Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: AR-07-2008 State Status: Filed-Closed

Other

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Authors: Michele Zabel, Dennis

Disposition Date: 10/03/2008

Cowart, Paula Williamson

Date Submitted: 09/09/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: TV AD

Status of Filing in Domicile: Not Filed

Project Number: AR-07-2008

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 10/03/2008

State Status Changed: 10/03/2008

Deemer Date:

Corresponding Filing Tracking Number: AR-07-2008

Filing Description:

Humana Insurance Company is submitting the attached television advertisement, form number GHA02IPRR, that will be used to market Humana's Medicare Supplement plans approved in Montana. We are providing options for scene three, sections 3.1 and 3.2, that will be recorded and tested to determine the most effective version. The material in brackets may be removed based on time constraints when filming. The television advertisement will be used in conjunction with forms MT-MESA, MT-MESB, MTK-MESC, MT-MESF, MT-MESF(HD), MT-MESK, and MT-MESL.

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 Product Name: Individual Medicare Supplement
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Company and Contact

Filing Contact Information

Dennis Cowart, Senior Products Compliance dcowart@humana.com
 Analyst
 500 W. Main Steet (502) 580-8233 [Phone]
 Louisville, KY 40201

Filing Company Information

Humana Insurance Company	CoCode: 73288	State of Domicile: Wisconsin
1100 Employers Boulevard	Group Code: 119	Company Type: Life & Health
Green Bay, WI 54344	Group Name:	State ID Number:
(800) 558-4444 ext. [Phone]	FEIN Number: 39-1263473	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$25.00
Retaliatory?	No
Fee Explanation:	25 PER FORM
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Humana Insurance Company	\$25.00	09/09/2008	22376979

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<i>Company Tracking Number:</i>	<i>AR-07-2008</i>		
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<i>Product Name:</i>	<i>Individual Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>TV AD/AR-07-2008</i>		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	10/03/2008	10/03/2008

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
FILING DESCRIPTION	Note To Reviewer	Dennis Cowart	09/09/2008	09/09/2008

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Disposition

Disposition Date: 10/03/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: HUMA-125809218

State: Arkansas

Filing Company: Humana Insurance Company

State Tracking Number: 40210

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Item Type

Item Name

Item Status

Public Access

Form

Med Supp TV Ad

Filed

Yes

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Note To Reviewer

Created By:

Dennis Cowart on 09/09/2008 11:23 AM

Subject:

FILING DESCRIPTION

Comments:

Please note that the filing description contains incorrect information regarding policy form numbers. The filing description should read:

Humana Insurance Company is submitting the attached television advertisement, form number GHA02IPRR, that will be used to market Humana's Medicare Supplement plans approved in Arkansas. We are providing options for scene three, sections 3.1 and 3.2, that will be recorded and tested to determine the most effective version. The material in brackets may be removed based on time constraints when filming. The television advertisement will be used in conjunction with forms AR-MESA, AR-MESB, AR-MESC, AR-MESF, AR-MESF(HD), AR-MESK, and AR-MESL.

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Form Schedule

Lead Form Number:

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	GHA02IPRR	Advertising	Med Supp TV Ad	Initial		0	GHA02IPRR Med Supp TV (VAIS Filing).pdf

Simple Sam :60 — with LISA (Med Supp)

	<i>VIDEO</i>	<i>AUDIO</i>	
1	<p>Studio Set Close-up on Lisa. (No TV monitors)</p>	<p>LISA: Millions of Americans purchase a Medicare Supplement Insurance plan to help cover the gaps in Original Medicare. But which company offers the best value [in a supplement plan]?</p>	:10
2	<p>Lisa walks over to a marker board. She adds the + and the arrow.</p> <p>Affordable premium + Choice of doctors ↓ 40+ years experience</p> <p>Lisa circles the two phrases to show how they are combined, then draws an arrow down to connect to “Humana.”</p> <p>DISCLAIM: Providers must participate in the Medicare program.</p>	<p>With Humana’s [Medicare] Supplement plans you get an affordable premium, [and] your choice of doctors ... all from a company with over 40 years of health care experience.</p>	:09
3	<p>[– Hospitalization – Medical Expenses – Emergency Services – Skilled Nursing Care]</p> <p><i>LOWER THIRD:</i> <i>SUPER:</i> [1-888-123-4507] <i>[TTY: 1-877-833-4486]</i> [URL]</p> <p>DISCLAIM: Medicare Supplement Plans C and F. Coverage levels vary by plan and are limited to Medicare-approved amounts up to policy limits.</p>	<p>[Humana’s most popular [Medicare Supplement] plans cover hospitalization, medical expenses, emergency services and care in a skilled nursing facility.]</p>	:10

GHA02IPRR

3.1	<p>[- Fitness center membership – Humana Active Outlook® – Extra discounts]</p> <p><i>LOWER THIRD:</i> <i>SUPER:</i> [1-888-123-4507] <i>[TTY: 1-877-833-4486]</i> [URL]</p> <p>DISCLAIM: For individuals outside the fitness center network, another program is available. These services are not insurance and are not contractually offered nor guaranteed under Humana Medicare Supplement insurance policies.</p>	<p>[And there's more ... you get a fitness center membership, access to our exclusive health and wellness [education] program plus [extra] discounts and money-saving offers.]</p>	:10
3.2	<p>[- Tools to manage your healthcare costs – View plan benefits & claims – Track spending – and more]</p> <p><i>LOWER THIRD:</i> <i>SUPER:</i> [1-888-123-4507] <i>[TTY: 1-877-833-4486]</i> [URL]</p>	<p>[And there's more... you get online tools to help you manage your healthcare costs. You can review [plan] benefits and claims, and track your spending [for the year].]</p>	:10
4	<p>Close-up on Lisa</p> <p>LOWER THIRD: SUPER: [1-888-123-4507] [TTY: 1-877-833-4486] [URL]</p>	<p>Could Humana be a better value for your health care dollar? Here's a quick way to find out.</p>	:05
5	<p>GRAPHIC SCREEN: Image of Booklet</p> <p>Free Booklet Call [or go online] now!</p> <p>LOWER THIRD: SUPER: (Phone number larger) [1-888-123-4507] [TTY: 1-877-833-4486] [URL]</p>	<p>Call [1-866-123-4507] [or go online to [URL]] and get this free booklet that will help you decide if one of our [Medicare] Supplement plans is right for you.</p>	:10
6	<p>Lisa gesturing at the white board.</p>	<p>You could find everything you're looking for with a Humana [Supplement] plan.</p>	:05

7	<p>GRAPHIC SCREEN:</p> <p>[1-888-123-4507] [TTY: 1-877-833-4486] [URL]</p> <p><i>GRAPHIC: Humana Logo with tagline</i></p> <p>Plans are available to anyone enrolled in both Part A and Part B of Medicare through age, including under age 65, and/or disability depending on your state of residence. In some states, rates are based on attained age. Medicare Supplement Insurance Plans issued by Humana Insurance Company, Humana Insurance Company of Kentucky, Humana Health Benefit Plan of Louisiana, Inc., [Humana Health Insurance Company of Florida, Inc.], [Humana Insurance Company of New York.] Policy Form Series MES or state equivalent. Medicare Supplement plans are not connected with or endorsed by the U.S. government or the federal Medicare program. You may be contacted by a licensed Humana agent. ID – MES A, B, C, F, F (HD) and K. TN - MESA, B, C, F, F (HD) and K.</p>	<p>So get the book and see for yourself ... there's no obligation, and it's totally free ... [but you have to make the [call]] [or go online to [URL]]. [That's] [1-866-123-4507] [URL].</p>	:11
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GHA02IPRR

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Rate Information

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