

SERFF Tracking Number: MUTM-125852732 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 40504
Company Tracking Number: EMY SANDBERG
TOI: MS05I Individual Medicare Supplement - Sub-TOI: MS05I.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - AFN40774_1108
Project Name/Number: Medicare Supplement Radio Script Advertisement/AFN40774_1108

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: MUTM-125852732 State: ArkansasLH
Advertising - AFN40774_1108

TOI: MS05I Individual Medicare Supplement - SERFF Status: Closed State Tr Num: 40504
Standard Plans

Sub-TOI: MS05I.001 Plan A

Co Tr Num: EMY SANDBERG

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Emy Sandberg

Disposition Date: 11/10/2008

Date Submitted: 10/10/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Radio Script Advertisement

Status of Filing in Domicile:

Project Number: AFN40774_1108

Date Approved in Domicile:

Requested Filing Mode:

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: 11/10/2008

Deemer Date:

State Status Changed: 11/10/2008

Corresponding Filing Tracking Number:

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

Medicare Supplement Advertising

Radio Commercial: AFN40774_1108

SERFF Tracking Number: MUTM-125852732 State: Arkansas
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TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - AFN40774_1108
Project Name/Number: Medicare Supplement Radio Script Advertisement/AFN40774_1108

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

We request the name and phone number in brackets be considered variable. The name and telephone number of a licensed appointed producer for United of Omaha Life Insurance Company will appear in the brackets.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Mike Trebold
Product and Advertising Compliance Consultant
Regulatory Affairs
Phone: 402-351-2654
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

es

Company and Contact

Filing Contact Information

Emy Sandberg, Product & Advertising Compliance Specialist
emy.sandberg@mutualofomaha.com
4 - Regulatory Affairs Division (402) 351-3257 [Phone]
Omaha, NE 68175 (402) 351-5298[FAX]

Filing Company Information

United of Omaha Life Insurance Company CoCode: 69868 State of Domicile: Nebraska
Mutual of Omaha Plaza Group Code: 261 Company Type: Life Insurance
Omaha, NE 68175 Group Name: State ID Number:
(402) 351-6420 ext. [Phone] FEIN Number: 47-0322111

SERFF Tracking Number: MUTM-125852732 *State:* Arkansas
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Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation: \$25.00 per Advertisement
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$25.00	10/10/2008	23112040

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	11/10/2008	11/10/2008

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Disposition

Disposition Date: 11/10/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Form	Medicare Supplement Radio Script Advertisement	Filed	Yes

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Form Schedule

Lead Form Number: AFN40774_1108

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	AFN40774_1108	Advertising	Medicare Supplement Radio Script Advertisement	Initial			AFN40774_1108.pdf

United of Omaha Life Insurance Company
Med Supp Radio Ad
AFN40774_1108
“Speak up”
:60

If you feel strongly about something, do you speak up? What if you found out you're paying too much for a Medicare supplement insurance policy? Chances are you'd have something to say. You owe it to yourself to compare your rate to one from United of Omaha Life Insurance Company. Just one call could save you hundreds of dollars a year on your Medicare supplement insurance. Plus, United of Omaha is a Mutual of Omaha company, which means you get the reputation, stability and power of a trusted name. So speak up and let us help you save some money. For a free rate quote from United of Omaha, call [name] at [phone number].

Underwritten by United of Omaha Life Insurance Company. Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program. Policies have exclusions, limitations and reductions.

For a free Medicare supplement rate quote from United of Omaha, call [name] at [phone number].

(The following copy does not need to be read on the radio.)

Policy forms UM1, UM2, UM3, UM4, UM5 or state equivalent (in OK, UM1-21398, UM4-21399, UM5-21400).

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Rate Information

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