

SERFF Tracking Number: MUTM-125863007 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 40621
Company Tracking Number: SALLY HESS
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - UC6524_1108
Project Name/Number: Medicare Supplement Advertising/UC6524_1108

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - UC6524_1108 SERFF Tr Num: MUTM-125863007 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement - Standard Plans SERFF Status: Closed State Tr Num: 40621

Sub-TOI: MS051.001 Plan A

Filing Type: Advertisement

Co Tr Num: SALLY HESS

Co Status:

Author: Sally Hess

Date Submitted: 10/17/2008

State Status: Filed-Closed

Reviewer(s): Stephanie Fowler

Disposition Date: 11/14/2008

Disposition Status: Filed

Implementation Date:

Implementation Date Requested:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: UC6524_1108

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 11/14/2008

State Status Changed: 11/14/2008

Corresponding Filing Tracking Number:

Filing Description:

NAIC# 261-69868

FEIN# 47-0322111

United of Omaha Life Insurance Company

Medicare Supplement Advertising

UC6524_1108

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

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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.

This advertisement is a birthday card that agents/brokers can choose to send to people turning 65 years old. Its purpose is to let the consumer know that the agent/broker sells United of Omaha Medicare Supplement insurance and to give them some basic information about our product.

Thank you.

Sincerely,

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

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Company and Contact

Filing Contact Information

Mike Trebold, Product & Advertising Compliance Consultant
Regulatory Affairs
Omaha, NE 68175
mike.trebold@mutualofomaha.com
(402) 351-2654 [Phone]
(402) 351-5298[FAX]

Filing Company Information

United of Omaha Life Insurance Company CoCode: 69868 State of Domicile: Nebraska

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Mutual of Omaha Plaza
Omaha, NE 68175
(402) 351-6420 ext. [Phone]

Group Code: 261
Group Name:
FEIN Number: 47-0322111

Company Type: Life Insurance
State ID Number:

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Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$25.00	10/17/2008	23267364

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	11/14/2008	11/14/2008

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Disposition

Disposition Date: 11/14/2008

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	Birthday Card	Filed	Yes

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Form Schedule

Lead Form Number: UC6524_1108

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	UC6524_1108	Advertising	Birthday Card	Initial		0	UC6524_1108.pdf



Underwritten by

UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL of OMAHA COMPANY

Mutual of Omaha Plaza

Omaha, NE 68175

mutualofomaha.com

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. Policy forms UM1, UM2, UM3, UM4, UM5 or state equivalent (in OK, UM1-21398, UM4-21399, UM5-21400). These policies have exclusions, limitations and reductions. United of Omaha Life Insurance Company is licensed nationwide except in NY.

This is a solicitation of insurance and an insurance agent will contact you.

**SPONTANEOUS,
FUN, *fearless!***



UC6524_1108

Best wishes for the happiest of birthdays...



Whether you're six or sixty-something, playing keeps you young-at-heart. The difference now, of course, is that you have adult responsibilities, including making sound financial decisions.

You'll probably enjoy playing, however you define it, even more when you feel you've got your bases covered with a well-thought-out plan.

A good plan includes a health insurance program that combines government programs and supplemental, personal insurance to help cover your needs. For example, there are health care charges that Medicare may not cover. A Medicare supplement insurance policy from United of Omaha Life Insurance Company, a Mutual of Omaha company, can help cover those expenses for you.

I can help you review your present insurance program in anticipation of your changing insurance needs. Please call me to arrange an appointment at your convenience. Of course, there is no obligation.

Insurance Agent
United of Omaha

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Rate Information

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