

SERFF Tracking Number: UHLC-125949164 State: Arkansas
Filing Company: United HealthCare Insurance Company State Tracking Number: 41126
Company Tracking Number: TV55 (11/08)
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans
Product Name: MEDICARE SUPPLEMENT
Project Name/Number: Streaming Video/TV55 (11/08)

Filing at a Glance

Company: United HealthCare Insurance Company

Product Name: MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-125949164 State: ArkansasLH
TOI: MS05G Group Medicare Supplement - Standard Plans SERFF Status: Closed State Tr Num: 41126

Sub-TOI: MS05G.001 Plan A Co Tr Num: TV55 (11/08) State Status: Filed-Closed
Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler
Author: Bobbie Walton Disposition Date: 12/22/2008
Date Submitted: 12/16/2008 Disposition Status: Filed

Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Streaming Video Status of Filing in Domicile: Pending
Project Number: TV55 (11/08) Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments:
Explanation for Combination/Other: Market Type: Group
Submission Type: New Submission Group Market Size: Large
Overall Rate Impact: Group Market Type: Association
Filing Status Changed: 12/22/2008
State Status Changed: 12/22/2008 Deemer Date:
Corresponding Filing Tracking Number:

Filing Description:

RE: United HealthCare Insurance Company

AARP Medicare Supplement Advertising Material

Print Advertisement - "Two Cards" Streaming Video, Landing Page, and Banner Ad

NAIC No: 0707-79413

File No: TV55 (11/08) (PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE)

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We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is new and does not replace any material previously submitted to the Department.

This advertising is an invitation to inquire. The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the attached television script and on the landing page – LP19 (11/08). Please note that the component number for the script - TV55 (11/08) will appear in the bottom left hand corner of the first screen.

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
 601 Office Center Dr. (267) 470-1519 [Phone]
 Fort Washington, PA 19034 (267) 470-1906[FAX]

Filing Company Information

United HealthCare Insurance Company CoCode: 79413 State of Domicile: Connecticut
 450 Columbus Boulevard Group Code: 707 Company Type: Life and Health
 PO Box 150450
 Hartford, CT 06115-0450 Group Name: State ID Number:
 (215) 653-8046 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? No
 Fee Explanation: \$25.00 PER COMPONENT - 3 COMPONENTS = \$75.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United HealthCare Insurance Company	\$75.00	12/16/2008	24559633

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	12/22/2008	12/22/2008

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Disposition

Disposition Date: 12/22/2008

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	TV SCRIPT	Filed	No
Form	BANNER AD	Filed	No
Form	LANDING PAGE	Filed	No

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Form Schedule

Lead Form Number: TV55 (11/08)

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	TV55 (11/08)	Advertising	TV SCRIPT	Initial		45	TV55 (11-08).pdf
Filed	AS699 (12/08)	Advertising	BANNER AD	Initial		45	AS699 (12-08).pdf
Filed	LP19 (11/08)	Advertising	LANDING PAGE	Initial		45	LP19 (11-08).pdf

A. Eicoff & Company

401 North Michigan Avenue • Chicago, IL 60611
Telephone (312) 527-7100

TELEVISION SCRIPT

JOB # _____

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	Med Supp
TITLE	Two Cards
CODE	
LENGTH	:30
DATE	12/8/08

Page 1

VIDEO

AUDIO

1. Open on a tabletop.
CU of two hands presenting a card on the table to the viewer, easy to read type is on the card.

Throughout spot, hands lay down new cards to reinforce the message being read by the voiceover.

CARD:
Medicare

TV55 (11/08)

- 2.
3. CARD:
80%
4. Hand gesturing.
5. CARD:
20%
6. Hand pointing at camera.
7. CARD:
(Credit Card)

AVO:

Medicare.

It's a great thing.

On one hand, it covers about 80% of your Part B medical bills.

On the other,

the rest

is up to you.

Sure you could take care of it with this card.

TV55 (11/08)

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Page 2

VIDEO

AUDIO

8. CARD:
(AARP Med Supp Card)

But consider this one instead.

An AARP Medicare Supplement Insurance Plan insured by
UnitedHealthcare Insurance Company.

9. CARD:
(\$\$\$\$\$\$\$)

It could save you up to thousands of dollars.

LEGAL:

*Juliette Cubanski, et al, "Medicare
Chartbook," Third Edition, Summer
2005,
<<http://www.kff.org/medicare/7284.cfm>>, (December 6, 2006), pg.32.

10. CARD:
Choose your own doctor

Lets you choose your own doctor, and more.

11. CARD:
Click here now

Click here now. Yeah, right here

LEGAL:

**Not connected with or
endorsed by the U.S.
Government or the Federal
Medicare Program.**

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Page 3

VIDEO

AUDIO

12. CARD:
Medicare
Guide

LEGAL:

In some states, plan may be available to persons eligible for Medicare by reason disability.

13. CARD:
(AARP Med Supp Card)

SUPER:

AARP Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company

TV55 (11/08)

to get a free guide to Medicare.

A smart choice, hands down.

TV55 (11/08)

Get a Free Medicare Guide

**CLICK
HERE**

AARP Health
Medicare Supplement Insurance
powered by UnitedHealthcare
Insurance Company

AS699 (12/08)

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.
In some states plans may be available to persons eligible for Medicare due to disability.



Health

Medicare Supplement Insurance
insured by UnitedHealthcare
Insurance Company

Thank you for your interest in AARP Medicare Supplement Insurance Plans.
Please take a moment to review these important disclosure items and then **click below.**

Disclaimer

These plans carry the AARP® name, and UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members.

AARP does not make health plan recommendations for individuals. You are strongly encouraged to evaluate your needs before choosing a health plan.

AARP Health is a collection of health-related products, services and insurance programs available to AARP members. Neither AARP nor its affiliate is the insurer. AARP contracts with insurers, to make coverage available to AARP members. Insured by UnitedHealthcare Insurance Company, Fort Washington, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). **Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area. Call to receive complete information including benefits, costs, eligibility requirement, exclusions and limitations. **This is a solicitation of insurance. An agent may contact you.** AARP and its affiliates are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

[**Click Here To Continue**](#)

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