

SERFF Tracking Number: MUTM-125632546 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 38883
Company Tracking Number: EMY SANDBERG
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - UC6530
Project Name/Number: Medicare Supplement/UC6530

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - UC6530 SERFF Tr Num: MUTM-125632546 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement - Standard Plans SERFF Status: Closed State Tr Num: 38883

Sub-TOI: MS051.001 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: 05/13/2008

Date Submitted: 05/02/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement

Status of Filing in Domicile:

Project Number: UC6530

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type:

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 05/13/2008

Deemer Date:

State Status Changed: 05/13/2008

Corresponding Filing Tracking Number:

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

Medicare Supplement Advertising

UC6530

SERFF Tracking Number: MUTM-125632546 *State:* Arkansas
Filing Company: United of Omaha Life Insurance Company *State Tracking Number:* 38883
Company Tracking Number: EMY SANDBERG
TOI: MS051 Individual Medicare Supplement - *Sub-TOI:* MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - UC6530
Project Name/Number: Medicare Supplement/UC6530

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 that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

This is a flyer that will be used to advertise a sample monthly premium. The advertisement contains a grid with variable fields (see the Memorandum of Variability) that applies to the rating structure for your state. The agent/independent producer would choose which sample rate they would like to advertise by selecting a plan and any other corresponding variable information. The agent/producer would contact our home office to request the ad be set up. The home office will be responsible for inputting the correct variable information including the current premium. Then it is sent back to the agent/producer to be printed in the flyer.

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

Mike Trebold, Product & Advertising

mike.trebold@mutualofomaha.com

SERFF Tracking Number: MUTM-125632546 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 38883
Company Tracking Number: EMY SANDBERG
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - UC6530
Project Name/Number: Medicare Supplement/UC6530

Compliance Consultant

Regulatory Affairs (402) 351-2654 [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-125632546 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 38883
Company Tracking Number: EMY SANDBERG
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - UC6530
Project Name/Number: Medicare Supplement/UC6530

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	05/02/2008	20065842

SERFF Tracking Number: MUTM-125632546 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 38883
Company Tracking Number: EMY SANDBERG
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - UC6530
Project Name/Number: Medicare Supplement/UC6530

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	05/13/2008	05/13/2008

SERFF Tracking Number: MUTM-125632546 *State:* Arkansas
Filing Company: United of Omaha Life Insurance Company *State Tracking Number:* 38883
Company Tracking Number: EMY SANDBERG
TOI: MS051 Individual Medicare Supplement - *Sub-TOI:* MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - UC6530
Project Name/Number: Medicare Supplement/UC6530

Disposition

Disposition Date: 05/13/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

Happy with YOUR Medicare supplement rate?

You could be with a Medicare supplement insurance policy from United of Omaha Life Insurance Company, a Mutual of Omaha affiliate.

Compare and save! Our superior service and affordable premiums equal a great value for you.

Medicare Supplement Monthly Premium*

[State ZIP Codes or ZIP Codes Beginning With]	Age	Plan [Name]
	[Age]	[Rate]
	[Age]	[Rate]

*[Appropriate state rate disclosure]

For a free competitive rate quote – including any discount – contact:

[Name]
[City]
[Phone Number]
[E-mail Address]



Mutual of Omaha

**We've got you covered.
GO PLAY!**

Medicare supplement insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. 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. These insurance policies have exclusions, limitations and reductions. For cost and complete details of coverage, contact a United of Omaha insurance agent. 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.

UC6530

SERFF Tracking Number: MUTM-125632546 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 38883
Company Tracking Number: EMY SANDBERG
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - UC6530
Project Name/Number: Medicare Supplement/UC6530

Supporting Document Schedules

Satisfied -Name:	Memorandum of Variability	Review Status:	
Comments:		Filed	05/13/2008
Attachment:			
UC6530 (MoV).pdf			

VARIABLE MATERIAL FOR ADVERTISING FORM UC6530

The following information in the aforementioned advertisement is bracketed to denote variable material.

<u>Section</u>	<u>Explanation</u>
Rate Chart	<p>Header Rows:</p> <ol style="list-style-type: none">1. Column 3 - Input a plan approved in the state or Zip code chosen. <p>Bottom Rows:</p> <ol style="list-style-type: none">1. Column 1- Input ZIP code(s) or state where ad approved.2. Column 2 - Choose an age 65 or older3. Columns 3 - Input corresponding rate for the age, plan and state/or Zip code(s)
State Rate Disclosures	<p>MI, NV, OH, TN - Sample Base Rates: Female rates (male rates may be higher); Nontobacco rates (tobacco rates may be higher); Rates are subject to change and vary by ZIP code. Lower rates may apply, if eligible.</p> <p>WV - Sample Base Rates: Female rates (male rates may be higher); Nontobacco rates (tobacco rates may be higher); rates are subject to change. Lower rates may apply, if eligible.</p> <p>SC - Sample Base Rates: Female rates (male rates may be higher); Preferred rates (standard rates may be higher); Rates are subject to change and vary by ZIP code. Lower rates may apply, if eligible.</p>