

SERFF Tracking Number: MUTM-125640233 State: Arkansas  
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 38955  
Company Tracking Number: SALLY HESS  
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A  
Standard Plans  
Product Name: Medicare Supplement Advertising - UC6524  
Project Name/Number: Medicare Supplement Advertising/UC6524

## Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - UC6524 SERFF Tr Num: MUTM-125640233 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement - Standard Plans SERFF Status: Closed State Tr Num: 38955

Sub-TOI: MS051.001 Plan A

Co Tr Num: SALLY HESS

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Sally Hess

Disposition Date: 05/27/2008

Date Submitted: 05/08/2008

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: Medicare Supplement Advertising

Status of Filing in Domicile:

Project Number: UC6524

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: 05/27/2008

Deemer Date:

State Status Changed: 05/27/2008

Corresponding Filing Tracking Number:

Filing Description:

Please see cover letter under the supporting documentation tab.

## Company and Contact

### Filing Contact Information

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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  
Mutual of Omaha Plaza  
Omaha, NE 68175  
(402) 351-6420 ext. [Phone]  
CoCode: 69868  
Group Code: 261  
Group Name:  
FEIN Number: 47-0322111  
State of Domicile: Nebraska  
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	05/08/2008	20172994

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	05/27/2008	05/27/2008

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## **Disposition**

Disposition Date: 05/27/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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<b>Item Type</b>	<b>Item Name</b>	<b>Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Cover Letter	Filed	No
<b>Form</b>	Birthday Card	Filed	No





Underwritten by  
UNITED of OMAHA LIFE INSURANCE COMPANY  
A MUTUAL of OMAHA COMPANY  
Mutual of Omaha Plaza  
Omaha, NE 68175  
[mutualofomaha.com](http://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. These policies have exclusions, limitations and reductions. United of Omaha Life Insurance Company is licensed nationwide except in New York.

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

# SPONTANEOUS, FUN, *fearless!*



UC6524

## *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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## Supporting Document Schedules

<b>Satisfied -Name:</b>	Cover Letter	<b>Review Status:</b>	
<b>Comments:</b>		Filed	05/27/2008
<b>Attachment:</b>			
AR Letter.pdf			

# UNITED of OMAHA

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UNITED of OMAHA LIFE INSURANCE COMPANY  
Mutual of Omaha Plaza  
Omaha, NE 68175  
402 342 7600



May 8, 2008

Arkansas Department of Insurance  
Attn: Compliance - Life & Health  
1200 West Third Street  
Little Rock, AR 72201-1904

NAIC #261-69868  
FEIN #47-0322111  
United of Omaha Life Insurance Company  
Medicare Supplement Advertising  
UC6524

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 policy 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 Life Insurance Company Medicare Supplement insurance and to give them some basic information about our product.

Sincerely,



Mike Trebold  
Product and Advertising Compliance Consultant  
Regulatory Affairs

Phone: 402-351-2654  
Fax: 402-351-5298  
E-mail: [advfilings@mutualofomaha.com](mailto:advfilings@mutualofomaha.com)

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