

SERFF Tracking Number: HUMA-125741396 State: Arkansas
 Filing Company: Humana Insurance Company State Tracking Number: 39684
 Company Tracking Number: AR-04-2008
 TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
 Product Name: Individual Medicare Supplement Plans
 Project Name/Number: 2008 HAO Sales Materials/AR-04-2008

Filing at a Glance

Company: Humana Insurance Company

Product Name: Individual Medicare Supplement
 SERFF Tr Num: HUMA-125741396 State: Arkansas
 LH Plans

TOI: MS06 Medicare Supplement - Other

SERFF Status: Closed

State Tr Num: 39684

Sub-TOI: MS06.000 Medicare Supplement - Other

Co Tr Num: AR-04-2008

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Authors: Michele Zabel, Dennis Cowart, Paula Williamson

Disposition Date: 07/25/2008

Date Submitted: 07/21/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: 2008 HAO Sales Materials

Project Number: AR-04-2008

Requested Filing Mode: Review & Approval

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments: Humana Insurance Company is domiciled in Wisconsin and they have not adopted standardization, this filing will not be submitted to that State.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 07/25/2008

State Status Changed: 07/25/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Please find enclosed the following form for approval:

GH24770 0708 - Humana Active Outlook Program Informational Flyer

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Humana Active Outlook is a health and wellness program that offers information on healthy living, discounts and money-saving offers on non-insurance health products, local classes and national health education events, and news and updates about Medicare. There is no cost to the Medicare supplement policyholder to participate in this program. This form is merely informational material describing this extra service. This form does not contain plan benefit descriptions. A similar form was filed and approved on January 16, 2008 (SERFF # HUMA-125432546).

Company and Contact

Filing Contact Information

Michele Zabel, Senior Products Compliance Analyst
 mzabel@humana.com
 500 W. Main Street
 Louisville, KY 40201
 (502) 580-8249 [Phone]

Filing Company Information

Humana Insurance Company	CoCode: 73288	State of Domicile: Wisconsin
1100 Employers Boulevard	Group Code: 119	Company Type: Life & Health
Green Bay, WI 54344	Group Name:	State ID Number:
(800) 558-4444 ext. [Phone]	FEIN Number: 39-1263473	

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? No
 Fee Explanation: \$25 per form.
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Humana Insurance Company	\$25.00	07/21/2008	21512198

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	07/25/2008	07/25/2008

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Disposition

Disposition Date: 07/25/2008

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

HAO Flyer

Filed

No

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Form Schedule

Lead Form Number: GH24770 0708

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	GH24770 0708	Advertising	HAO Flyer	Initial		0	GH24770 0708 (HAO Flyer).pdf

Look at All You Get with the Award-winning* Humana Active Outlook® Program!

Lifestyle enrichment exclusively for our Humana Medicare Supplement Policyholders

When you enroll in one of Humana's Medicare Supplement Insurance Plans, you get the advantages of Humana Active Outlook at *no additional cost*:

Health and wellness education designed with you in mind

Get the latest information on good health and well-being, all organized around key topics to help you to live a healthier, more fulfilled life.

Thrive! _____

Get the facts on health conditions and the latest research on healthy aging

Nourish! _____

Discover great tips about managing your weight and keeping your diet nutritious and tasty

Discover! _____

Improve your mind and memory with self-help, education, and mental exercises

Inspire! _____

Motivate yourself to make healthy, positive changes for your well-being

Nurture! _____

Enhance your grandparent and caregiver experiences

Examine! _____

Find out how to use the healthcare system and understand healthcare language

Special programs to meet your individual health needs

[**Nurture!**

Comprehensive program of resources and services to enhance the caregiving and grandparent experiences]



Tobacco cessation program with nicotine replacement therapy, phone counseling, and Website support]

[**LifeWorks**

Offers phone and Web support and health and wellness information to help you face everyday age-related issues]

Information delivered the way you want it, where you want it

PRINTED RESOURCES

- **HAO** Magazine, our quarterly award-winning publication with inspiring stories for active, fun, healthy living



*Humana Active Outlook® has won more than 40 prestigious national publishing honors from competitions including the Aster Awards, the Healthcare Advertising Awards, the Hermes Creative Awards, the MarCom Awards, and the Service Industry Advertising Awards.

PRINTED RESOURCES (Continued)

- **Specialty Kits** - Available to Humana Medicare Supplement Policyholders at no cost for the first copy



LifeKeeper Kit – Advance care planning tool and storage for forms and information for those who may be planning for healthcare, palliative or hospice care, or otherwise dealing with a chronic or terminal illness



NurtureCare Kit – Better understand the caregiving process, your role, and how to find additional resources and help

HUMANA ACTIVE OUTLOOK WEBSITE

www.HumanaActiveOutlook.com, your source for custom senior health information and interactive tools on the Web



CLASSES AND SEMINARS



Learn more about the right way to exercise, how to eat healthy, computers and technology, and understanding your healthcare experience in **Local Health and Wellness Classes** in your own community.

And don't miss out on **National Health Education Seminars**, where you'll learn about condition-specific topics like diabetes or osteoporosis. Watch presentations from experts, get a health screening, hear the latest information on health conditions, and talk with professionals who can answer your questions.

Special value offers just for members

MarketPlace

National partners are delighted to provide product discounts to health-conscious Humana Medicare Supplement Policyholders]

HUMANA
Guidance when you need it most

Insured by Humana Insurance Company, Humana Insurance Company of Kentucky, or Humana Health Benefit Plan of Louisiana, Inc. Policy Form Series MES or state equivalent. Medicare Supplement insurance plans are not connected with or endorsed by the U.S. government or the federal Medicare program. Medicare Supplement products are available to individuals who are enrolled in Medicare Part A and Part B benefits due to age and in some states also disability. **The programs described are not insurance and are neither contractually offered nor guaranteed under Humana Medicare Supplement insurance policies.** Coverage levels vary by plan and are limited to Medicare approved amounts. This is a solicitation of insurance and you may be contacted by a Humana Insurance Agent. Idaho Residents Policy Form Numbers: ID-MESA, ID-MESB, ID-MESC, ID-MESF, ID-MESF(HD), ID-MESK, ID-MESL.

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Rate Information

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