

SERFF Tracking Number: UHLC-125755916 State: Arkansas
Filing Company: United HealthCare Insurance Company State Tracking Number: 39818
Company Tracking Number: TV49 (6/08)
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans
Product Name: Medicare Supplement
Project Name/Number: Television Ads/TV49 (6/08)

Filing at a Glance

Company: United HealthCare Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: UHLC-125755916 State: ArkansasLH

TOI: MS05G Group Medicare Supplement - Standard Plans SERFF Status: Closed State Tr Num: 39818

Standard Plans

Sub-TOI: MS05G.001 Plan A

Co Tr Num: TV49 (6/08)

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Michelle Ambach

Disposition Date: 08/15/2008

Date Submitted: 08/01/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Television Ads

Status of Filing in Domicile: Pending

Project Number: TV49 (6/08)

Date Approved in Domicile:

Requested Filing Mode:

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: 08/15/2008

State Status Changed: 08/15/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

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

These advertising commercials are an invitation to inquire. The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the attached television script.. We have enclosed the scripts for your information.

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 Project Name/Number: Television Ads/TV49 (6/08)

We would like to inform the Department that the component numbers will appear in the lower left had side of the first screen when the commercial airs

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: 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: \$50.00
 Retaliatory? No
 Fee Explanation: STATE REQUIRED FILING FEE
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United HealthCare Insurance Company	\$50.00	08/01/2008	21729715

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Product Name: Medicare Supplement
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	08/15/2008	08/15/2008

SERFF Tracking Number: UHLC-125755916 *State:* Arkansas
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Plans
Product Name: Medicare Supplement
Project Name/Number: Television Ads/TV49 (6/08)

Disposition

Disposition Date: 08/15/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-125755916 State: Arkansas
 Filing Company: United HealthCare Insurance Company State Tracking Number: 39818
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Item Type	Item Name	Item Status	Public Access
Form	TV SCRIPT	Filed	Yes
Form	TV SCRIPT	Filed	Yes

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Form Schedule

Lead Form Number: TV49 (6/08)

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	TV49 (6/08)	Advertising	TV SCRIPT	Initial		45	TV49 (6.08).pdf
Filed	TV50 (6/08)	Advertising	TV SCRIPT	Initial		45	TV50 (6.08).pdf

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:60
DATE	7/30/08

Page 1

VIDEO**AUDIO**

1. Open on shot at bowling alley. One of two ladies has just picked up a spare, as Jack high-fives her.

SUPER: TV50 (6/08)

2. Cut to freeze-frame on Jack.

SUPER: TV50 (6/08)

3. Cut out of freeze frame as Paul joins group.

4. Cut to Jack stepping up to line and concentrating on shot.

SUPER: Free information

1-xxx-xxx-xxxx

(Rotate SUPER: Call now [1-xxx-xxx-xxxx])

(Phone number & offer will be on bottom of screen throughout the commercial)

5. Cut to ball knocking down 8 pins leaving the 7-10 split and revealing super.

SUPER: Covers about 80%

TTY 1-xxx-xxx-xxxx

SFX: Energetic music under throughout.**ANNCR:** Meet Jack.

Recently turned 65. Wants to live in the moment—and glad he's got Medicare to help.

PAUL: Hey! You made it!!**ANNCR:** But Jack knows that Medicare Part B...

covers only 80% of medical expenses.

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	“Bowling Night”
CODE	
LENGTH	:60
DATE	7/30/08

VIDEO	AUDIO
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<p>6. Cut to ball return.</p> <p>SUPER: United Healthcare Insurance Company (logo)</p> <p>Legal: Insured by United HealthCare Insurance Company, Fort Washington, PA (United HealthCare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). Not connected with or endorsed by the U.S. Government or the Federal Medicare Program. All plans may not be available in your state/area.</p> <p>Ball rolls out.</p>	<p>So, he got himself an AARP Medicare Supplement Insurance Plan—insured by United HealthCare Insurance Company.</p>
<p>7. Cut to Wide Screen as Jack throws his second ball. Shot freezes on Jack in stride. Oversized AARP Medicare Supplement card featuring Jack’s name appears.</p> <p>SUPERS: AARP Medicare Supplement Card with name</p> <ul style="list-style-type: none"> • Wants to keep own doctor • Enjoys ability to budget • Bowling average: 171 	<p>A Medicare supplement plan lets you keep your own doctor, helps you budget medical costs,</p>
<p>8. Cut to ball picking up 7-10 split and obliterates Super.</p> <p>SUPER: The other 20% is up to you</p>	<p>and it picks up some of that 20%—</p>

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
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TITLE	“Bowling Night”
CODE	
LENGTH	:60
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VIDEO	AUDIO
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9. Cut to Jack getting high fives around.

SUPER: Save thousands of dollars*

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

—potentially saving you thousands of dollars.

10. Show kit.

Legal: This is a solicitation of insurance. An agent may contact you. AARP Health is a collection of health related products, services and insurance programs available to AARP members. Neither AARP nor its affiliate are the insurer and do not employ or endorse individual agents. AARP contracts with insurers to make coverage available to AARP members.

If you’re turning 65 or are 65 already, call now for this free information kit and Medicare Guide. Learn more about AARP Medicare Supplement Insurance...

11. Cut to overhead of ball return.

SUPER: Full range of plans

Legal: These plans carry the AARP name and United HealthCare 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.

and its wide range of coverage options,

12. Hand comes in to take ball.

SUPER: Competitive prices

competitive pricing,

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:60
DATE	7/30/08

VIDEO

AUDIO

13. Cut to Marcy chatting with some ladies. Camera freezes for supers. Oversized AARP Medicare Supplement card featuring Marcy's name appears.

SUPERS: Card with name

- Likes to travel
- Wants helpful customer service
- Bowling average: 132

14. Cut to Jack picking up ball.

SUPER: AARP Medicare Supplement Insurance (logo)

Legal: Based on 2007 United HealthCare Insurance Company Enrollment Data. <https://www.aarphealthcare.com/statistics>

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

15. Cut to Jack bowling. Freeze frame.

Legal: Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.

16. Cut to kit.

SUPER: TTY 1-xxx-xxx-xxxx

SUPER: TV50 (6/08)

and plans that travel with you nationwide.

So call now, just like Jack and millions of others have done.

Because when it comes to Medicare,

we should all be on a roll.

TAG:

CALL NOW for your free information kit and Medicare guide.

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	“Bowling Night”
CODE	
LENGTH	:120
DATE	7/30/08

Page 1

VIDEO

AUDIO

1. Open on shot at bowling alley. One of two ladies has just picked up a spare, as Jack high-fives her.

SUPER: TV49 (6/08)

2. Cut to freeze-frame on Jack.

SUPER: TV49 (6/08)

3. Cut out of freeze frame as Paul joins group.

4. Cut to Jack stepping up to line and concentrating on shot.

SUPER: Free information

1-xxx-xxx-xxxx

(Rotate SUPER: Call now 1-xxx-xxx-xxxx)

(Phone number & offer will be on bottom of screen throughout the commercial)

5. Cut ball knocking down 8 pins leaving the 7-10 split and revealing super.

SUPER: Covers about 80%

TTY 1-xxx-xxx-xxxx

SFX: Energetic music under throughout.

ANNCR: Meet Jack.

Recently turned 65. Wants to live in the moment—and glad he’s got Medicare to help.

PAUL: Hey! You made it!!

ANNCR: But Jack knows that Medicare doesn’t take care of everything.

In fact, Part B covers only 80% of medical expenses.

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	“Bowling Night”
CODE	
LENGTH	:120
DATE	7/30/08

VIDEO	AUDIO
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6. Cut to ball return.

SUPER: United Healthcare Insurance Company (logo)

Legal:
 Insured by United HealthCare Insurance Company, Fort Washington, PA (United HealthCare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). **Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** All plans may not be available in your state/area.

So, he got himself an AARP Medicare Supplement Insurance Plan—insured by United HealthCare Insurance Company.

Yep, when it comes to Jack’s health, it’s all about team effort.

7. Cut to WS as Jack throws his second ball. Shot freezes on Jack in stride. Oversized AARP Medicare Supplement card featuring Jack’s name appears.

SUPERS: Card with name

- Wants to keep own doctor
- Enjoys ability to budget
- Bowling average: 171

A Medicare supplement plan allows you to keep your own doctor, helps you budget medical costs,

8. Cut to ball picking up 7-10 split and obliterates Super.

SUPER: The other 20% is up to you

and it picks up some of that 20%—

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CODE	
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VIDEO	AUDIO
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9. Cut to Jack getting high fives around.

SUPER: Save thousands of dollars*

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

—potentially saving you thousands of dollars.

10. Paul reluctantly hands Jack a dollar.

Smart choice.

11. Show kit.

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If you’re turning 65 or are 65 already, call now for this free information kit and Medicare Guide, and learn more about AARP Medicare Supplement Insurance.

12. Cut to overhead of ball return.

SUPER: Full range of plans

Legal: These plans carry the AARP name and United HealthCare 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.

You’ll enjoy a wide range of coverage options to help meet your personal needs...

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	“Bowling Night”
CODE	
LENGTH	:120
DATE	7/30/08

VIDEO

AUDIO

13. Hand comes in to take ball.

SUPER: Competitive prices

14. Cut to Marcy chatting with some ladies. Camera freezes for supers. Oversized AARP Medicare Supplement Insurance card featuring Marcy’s name appears.

SUPERS: Card with name

- Likes to travel
- Wants helpful customer service
- Bowling average: 132

Legal: Based on 2007 United HealthCare Insurance Company Enrollment Data.
<https://www.aarphealthcare.com/statistics>

15. Jack calls to her.

16. Cut to Marcy bowling.

SUPER: AARP Medicare Supplement Insurance (logo)

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

17. Cut to group congratulating Marcy.

and competitive pricing to meet your budget.

Plans also travel with you nationwide

and you’ll receive service you can count on.

That’s why no matter who you are, if you’re on Medicare, you

should consider an AARP Medicare Supplement Insurance Plan.

JACK: Hey Marcy! While we’re young!

AVO: AARP has a long legacy of commitment

to bringing its members the choice and freedom they deserve.

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PRODUCT	Medicare Supplement Insurance
TITLE	“Bowling Night”
CODE	
LENGTH	:120
DATE	7/30/08

VIDEO	AUDIO
<p>18. Cut to Paul. Oversized AARP Medicare Supplement card featuring Paul’s name appears.</p> <p>SUPERS: Card with name</p> <ul style="list-style-type: none"> • Wants to protect his savings • Does not like doctor networks • Bowling average: 107 <p>Legal: Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.</p>	<p>That’s exactly what this card can help you achieve.</p> <p>So call now, see for yourself.</p>
<p>19. Scene unfreezes and he does a victory dance.</p>	<p>MARCY: Nice move...</p>
<p>20. Cut to overhead shot of bowling alley. Feature three lanes for Supers. SUPER: Choose your own doctor SUPER: Help budget your costs SUPER: Save thousands of dollars</p>	<p>AVO: If you want a plan that lets you choose your own doctor or hospital, helps you budget your medical costs, and saves thousands of dollars out-of pocket,</p>
<p>21. Cut to Jack picking up ball.</p> <p>Legal: Based on 2007 United HealthCare Insurance Company Enrollment Data. https://www.aarphealthcare.com/statistics</p>	<p>do as Jack and millions of others have done: get an AARP Medicare Supplement Insurance plan.</p>
<p>22. Cut to Jack bowling. Freeze frame.</p>	<p>Because when it comes to Medicare, it’s easy to see Jack is on a roll.</p>

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PRODUCT	Medicare Supplement Insurance
TITLE	“Bowling Night”
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VIDEO

AUDIO

23. Cut to kit.

TTY 1-xxx-xxx-xxxx

SUPER: TV49 (6/08)

SUPER: AARP Medicare Supplement Insurance (logo)

24. Show Jack celebrating victory with his teammates.

SUPER: TV49 (6/08)

Get your free information kit and Medicare guide.

AARP Medicare Supplement Insurance Plans.

CALL NOW.

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Product Name: Medicare Supplement
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Rate Information

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