

SERFF Tracking Number: MUTM-125780208 State: Arkansas
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 39962
 Company Tracking Number: KAREN HOWLAND
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
 Standard Plans
 Product Name: Medicare Supplement Advertising - URC6558
 Project Name/Number: Medicare Supplement Advertising/URC6558

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - URC6558 SERFF Tr Num: MUTM-125780208 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement - Standard Plans SERFF Status: Closed State Tr Num: 39962

Sub-TOI: MS051.001 Plan A

Co Tr Num: KAREN HOWLAND

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Karen Howland

Disposition Date: 09/11/2008

Date Submitted: 08/18/2008

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: URC6558

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: 09/11/2008

State Status Changed: 09/11/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Please see Cover Letter attached to the Supporting Documentation tab.

Company and Contact

Filing Contact Information

SERFF Tracking Number: MUTM-125780208 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 39962
Company Tracking Number: KAREN HOWLAND
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - URC6558
Project Name/Number: Medicare Supplement Advertising/URC6558

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:

SERFF Tracking Number: MUTM-125780208 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 39962
Company Tracking Number: KAREN HOWLAND
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - URC6558
Project Name/Number: Medicare Supplement Advertising/URC6558

Filing Fees

Fee Required? Yes
Fee Amount: \$225.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$225.00	08/18/2008	21995456

SERFF Tracking Number: MUTM-125780208 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 39962
Company Tracking Number: KAREN HOWLAND
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - URC6558
Project Name/Number: Medicare Supplement Advertising/URC6558

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	09/11/2008	09/11/2008

SERFF Tracking Number: MUTM-125780208 *State:* Arkansas
Filing Company: United of Omaha Life Insurance Company *State Tracking Number:* 39962
Company Tracking Number: KAREN HOWLAND
TOI: MS051 Individual Medicare Supplement - *Sub-TOI:* MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - URC6558
Project Name/Number: Medicare Supplement Advertising/URC6558

Disposition

Disposition Date: 09/11/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: MUTM-125780208 State: Arkansas
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 39962
 Company Tracking Number: KAREN HOWLAND
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
 Standard Plans
 Product Name: Medicare Supplement Advertising - URC6558
 Project Name/Number: Medicare Supplement Advertising/URC6558

Form Schedule

Lead Form Number: URC6558

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	URC6558,	Advertising Letter & Reply Card		Initial			Mike Perry - URC6558.pdf
	URC6558-1						
Filed	UE1232	Advertising Carrier		Initial			Mike Perry - UE1232.pdf
Filed	URC6562,	Advertising Letter & Reply Card		Initial			Mike Perry - URC6562.pdf
	URC6562-1						
Filed	UE1235	Advertising Carrier		Initial			Mike Perry - UE1235.pdf
Filed	URC6559,	Advertising Letter & Reply Card		Initial			Mike Perry - URC6559.pdf
	URC6559-1						
Filed	UE1234	Advertising Carrier		Initial			Mike Perry - UE1234.pdf

UE1232



Mutual of Omaha

UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL *of* OMAHA COMPANY

Mutual of Omaha Plaza

Omaha, NE 68175

PRSR STD
U.S. POSTAGE
PAID
MUTUAL OF OMAHA

IMPORTANT:

Free *Guide to Health Insurance for People with Medicare*

Available for:



VE1235



Mutual of Omaha

UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL *of* OMAHA COMPANY

Mutual of Omaha Plaza

Omaha, NE 68175

Claim Your Free *Guide to Health Insurance for People with Medicare Today.*

PRSR STD
U.S. POSTAGE
PAID
MUTUAL OF OMAHA

2nd NOTICE



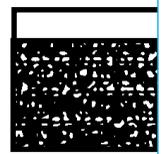
UE1234

UNITED OF OMAHA LIFE INSURANCE COMPANY
A MUTUAL OF OMAHA COMPANY
Mutual of Omaha Plaza, Omaha, NE 68175



PRSR STD
U.S. POSTAGE
PAID
MUTUAL OF OMAHA

Final Notification Before You Turn 65



[Empty rounded rectangular box for response]

RESPOND NOW

1st Notice

2nd Notice

Final Notice



SERFF Tracking Number: MUTM-125780208 *State:* Arkansas
Filing Company: United of Omaha Life Insurance Company *State Tracking Number:* 39962
Company Tracking Number: KAREN HOWLAND
TOI: MS051 Individual Medicare Supplement - *Sub-TOI:* MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - URC6558
Project Name/Number: Medicare Supplement Advertising/URC6558

Rate Information

Rate data does NOT apply to filing.

SERFF Tracking Number: MUTM-125780208 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 39962
Company Tracking Number: KAREN HOWLAND
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - URC6558
Project Name/Number: Medicare Supplement Advertising/URC6558

Supporting Document Schedules

Satisfied -Name: Cover Letter **Review Status:** Accepted for Informational Purposes 09/11/2008

Comments:

Attachment:

AR Letter-App.pdf

Satisfied -Name: Memorandums of Variability **Review Status:** Accepted for Informational Purposes 09/11/2008

Comments:

Attachments:

Mike Perry - URC6558MOV.pdf

Mike Perry - URC6562MOV.pdf

UNITED of OMAHA

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



August 18, 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

<u>Package 1</u>	<u>Package 2</u>	<u>Package 3</u>
URC6558	URC6562	URC6559
URC6558-1 (Reply Card)	URC6562-1 (Reply Card)	URC6559-1 (Reply Card)
UE1232	UE1235	UE1234

Enclosed for review by your Department is a copy of the above-captioned advertising. The forms are new and are not intended to replace any previously approved forms. They will be used with appropriate approved forms in your state.

These are lead generating letters that will be sent to prospects prior to them turning 65 to obtain a free copy of "A Guide To Health Insurance For People With Medicare", created by the Centers of Medicare and Medicaid Services and the National Association of Insurance Commissioners. The prospects we will be mailing to are from a prospecting mailing list. The prospect could receive up to three letters if they don't respond to the first or second letter.

When the recipient returns the card for the booklet, an agent will contact them to solicit our Medicare Supplement insurance. There are two statements on the letter and reply card informing the recipient an agent will contact them. One of those also indicates this is a solicitation of insurance.

We request that any wording printed in brackets be considered variable. We would like to file them in this variable format so we would not have to file them year after year due to changes in the amounts. The variables will be amounts for the new co-pays and deductibles set up by Medicare. These variables will change each year when the new co-payments and deductibles go into effect. Other than those variables, there will not be any other changes to the advertisements in the following year(s). If there is a change to the verbiage, we will re-file the advertisement when needed. We also request that any wording such as "Sample J. Sample" and the phone number in brackets be considered variable. We have also enclosed a Memorandum of Variable Material describing all other variable items.

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

kh

VARIABLE MATERIAL FOR ADVERTISING FORM URC6558

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

Section

Explanation

Graphic of Guide

Switch graphic yearly to current cover of
Guide

VARIABLE MATERIAL FOR ADVERTISING FORM URC6562

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

Section

Explanation

Graphic of Guide

Switch graphic yearly to current cover of Guide