

SERFF Tracking Number: UHLC-126120954 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42166  
Company Tracking Number: LA19884 (3/09)  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: Medicare Supplement  
Project Name/Number: Agent Lead Generation Guidance Campaign/LA19884 (3/09)

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement

SERFF Tr Num: UHLC-126120954 State: ArkansasLH

TOI: MS05G Group Medicare Supplement -  
Standard Plans

SERFF Status: Closed

State Tr Num: 42166

Sub-TOI: MS05G.001 Plan A

Co Tr Num: LA19884 (3/09)

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Michelle Ambach

Disposition Date: 04/22/2009

Date Submitted: 04/21/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Agent Lead Generation Guidance Campaign

Status of Filing in Domicile: Pending

Project Number: LA19884 (3/09)

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

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: 04/22/2009

Explanation for Other Group Market Type:

State Status Changed: 04/22/2009

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

The definitions, disclosures, eligibility requirements, exclusions, limitations, Group Policy Form No. GRP 79171 GPS-1, as well as, the statement, "...not connected with, or endorsed by, the U.S. Government or the federal Medicare program," can be found in BA8982 DIS AR (02/06) which was approved by your Department on March 20, 2006.

Members who enroll in the AARP Medicare Supplement Plans will be issued certificates with Certificate Form Nos. MSA 1959, et al which were approved by your Department on September 1, 2005.

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The attached list of enclosures indicates the contents of each package including the form number, and title of each item.

## LIST OF ENCLOSURES

### MEDICARE SUPPLEMENT

2009

### METHOD OF MARKETING FOR ENCLOSED COMPONENTS:

LA19833 (3/09) - DIRECT MAIL

AS701 (2/09) - POSTED AT COMMUNITY CENTERS AND/OR SENT THROUGH THE MAIL TO

#### MEDICARE BENEFICIARIES

AS715 (3/09) - SMALL AD WILL BE PLACED BY LICENSED AGENTS IN LOCAL NEWSPAPERS

CA1863 (2/09) - DIRECT MAIL

BA8982 DIS AR (02/06) WRAP\*

CV463 COVER PAGE\*\*

FA528 – FA529, FA572 – FA581 OUTLINE OF COVERAGE\*\*\*

A10103UIMMST01 02A, et al ENROLLMENT APPLICATIONS\*\*\*\*

\*THIS COMPONENT WAS APPROVED BY THE DEPARTMENT ON 3/20/06 UNDER FILE NUMBER BA8982 DIS AR (02/06) AND YOUR DEPARTMENT FILE NUMBER 30566.

\*\*THESE COMPONENTS WERE APPROVED BY THE DEPARTMENT ON 9/1/05 UNDER FILE NUMBER MSA 1959.

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\*\*\* THIS COMPONENT WAS APPROVED BY THE DEPARTMENT ON 9/5/07 UNDER FILE NUMBER CV463.

\*\*\*\* THIS COMPONENT WAS APPROVED BY THE DEPARTMENT ON 9/22/05 UNDER FILE NUMBER A10103UIMMST01 01A.

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director Susan\_J\_Cipollo@uhc.com  
 680 Blair Mill Rd. (215) 902-8444 [Phone]  
 Horsham, PA 19044 (215) 902-8813[FAX]

### Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut  
 450 Columbus Boulevard Group Code: 707 Company Type: Life and Health  
 PO Box 150450  
 Hartford, CT 06115-0450 Group Name: State ID Number:  
 (860) 702-5000 ext. [Phone] FEIN Number: 36-2739571  
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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$100.00  
 Retaliatory? No  
 Fee Explanation: STATE REQUIRED FILING FEE  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$100.00	04/21/2009	27305575

CHECK NUMBER	CHECK AMOUNT	CHECK DATE
	\$0.00	

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	04/22/2009	04/22/2009

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## **Disposition**

Disposition Date: 04/22/2009

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>Form</b>	LETTER	Filed	Yes
<b>Form</b>	PRINT AD	Filed	Yes
<b>Form</b>	PRINT AD	Filed	Yes
<b>Form</b>	SELF MAILER	Filed	Yes

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## Form Schedule

Lead Form Number: LA19884 (3/09)

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	LA19884 (3/09)	Advertising	LETTER	Initial		45	LA19884 (309).pdf
Filed	AS716 (3/09)	Advertising	PRINT AD	Initial		45	AS716 (309).pdf
Filed	AS700 (12/08)	Advertising	PRINT AD	Initial		45	AS700 (1208).pdf
Filed	CA1856 (12/08)	Advertising	SELF MAILER	Initial		45	CA1856 (1208).pdf



**Medicare Supplement Plans**  
insured by **UnitedHealthcare  
Insurance Company**

**There are many Medicare supplement plans to choose from. Consider the only one that carries the AARP® name.**

Dear Friend,

Making the supplemental health insurance choice that makes sense for you is important. Medicare is good to have, but it might not provide enough coverage for your needs. In fact, Medicare alone only covers about 80% of your Part B medical expenses. The remaining 20% could add up to thousands of dollars.<sup>1</sup>

That's why millions of AARP members have chosen an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.<sup>2</sup> These plans (and all Medicare supplement insurance plans) help pay for some of the out-of-pocket expenses not paid by Medicare – in other words, that last 20%.

AARP Medicare Supplement Insurance Plans feature:

- Competitive rates
- Excellent service<sup>2</sup>
- A wide variety of plans to meet your needs

And like all Medicare supplement insurance plans, they give you the freedom to choose any doctor who accepts Medicare.

With so many plans to choose from, you could find one that fits your needs. I can help you get the information you need to decide.

**Call today for more information [or join me at a seminar to explore your options].**

Part D prescription drug plans may be discussed.

Sincerely,

Licensed Insurance Agent  
Contracted with UnitedHealthcare

### A UnitedHealthcare® Medicare Solution

<sup>1</sup> Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2008. [http://www.medpac.gov/documents/Jun08DataBook\\_Entire\\_report.pdf](http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf) (15 Jan, 2009) p. 63, 65.

<sup>2</sup> Based on internal 2009 company data. <http://www.aarphealthcare.com/statistics>.

UnitedHealthcare 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.

AARP contracts with insurers to make coverage available to AARP members. Neither AARP nor its affiliate is the insurer. AARP Medicare Supplement Insurance Plans are insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). **Not connected with or endorsed by the U.S. Government or the federal Medicare program.** Policy form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. **This is a solicitation of insurance. An agent may contact you.** Call to receive complete information, including benefits, costs, eligibility requirements, exclusions, and limitations.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives, or advisors. AARP does not make health plan recommendations for individuals. You are strongly encouraged to evaluate your needs before choosing a health plan.



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insured by **UnitedHealthcare**  
**Insurance Company**

There are many Medicare supplement insurance plans.

**Only one carries the AARP® name.**

- Competitive rates
- Excellent service<sup>1</sup>
- A wide variety of plans to choose from

**Call today for more information [or to find out about seminars in your area].**

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AS716 (3/09)



**AARP**® | Medicare Supplement Plans  
 insured by **UnitedHealthcare Insurance Company**

There are many Medicare supplement insurance plans to choose from.

## Consider the only one that carries the AARP® name.

Medicare only covers about 80% of your Part B medical expenses. The remaining 20% could add up to thousands of dollars.<sup>1</sup> That's why millions of AARP® members have chosen an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, to help with the 20%.<sup>2</sup>

AARP Medicare Supplement Insurance Plans feature:

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And, like all Medicare supplement plans, AARP Medicare Supplement Plans:

- Provide benefits to help cover some of the out-of-pocket costs not paid by Medicare
- Give you the freedom to choose any doctor who accepts Medicare

**Get the information you need to choose the AARP Medicare Supplement Insurance Plan that meets your needs. Call today for more information [or join me at a seminar to explore your options].**

Part D prescription drug plans may be discussed.

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Get helpful information and understand your options.

**AARP**<sup>®</sup> | Medicare Supplement Plans  
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**Insurance Company**

CA1856 (12/08)

A

There are many Medicare  
supplement insurance plans to  
choose from.

Consider the only one that carries the AARP<sup>®</sup> name.



**AARP**<sup>®</sup> | Medicare Supplement Plans  
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**Insurance Company**



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## Decide if an AARP® Medicare Supplement Insurance Plan meets your needs.

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