

SERFF Tracking Number: UHLC-126138694 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42299  
Company Tracking Number: AS710 (3/09)  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: Medicare Supplement  
Project Name/Number: Banner Ads and Landing Page/AS710 (3/09)

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement

SERFF Tr Num: UHLC-126138694 State: ArkansasLH

TOI: MS05G Group Medicare Supplement -  
Standard Plans

SERFF Status: Closed

State Tr Num: 42299

Sub-TOI: MS05G.001 Plan A

Co Tr Num: AS710 (3/09)

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Tammy Frederick

Disposition Date: 05/20/2009

Date Submitted: 05/05/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Banner Ads and Landing Page

Status of Filing in Domicile: Pending

Project Number: AS710 (3/09)

Date Approved in Domicile:

Requested Filing Mode: File & Use

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: 05/20/2009

Explanation for Other Group Market Type:

State Status Changed: 05/20/2009

Deemer Date:

Corresponding Filing Tracking Number: AS710  
(3/09)

Filing Description:

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

These banner ads (AS710 (3/09) and AS711 (3/09) ) will be used with the landing page (WB1137 (3/09)). Each banner

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ad will be used with the landing page before a person will be sent to the AARPhealthcare.com website, which was approved by the Department on July 8, 2008 under our File Number WB.0000..

On the banners (AS710 (3/09) and AS711 (3/09)) there is a fading of the photo. This is to show the moment that will occur on the banner ads that will be built with flash technology.

The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the landing page (WB1137 (3/09)).

#### LIST OF ENCLOSURES

Medicare Supplement Advertising  
Banner Ads and Landing Page  
2009

AS710 (3/09) Banner Ad  
AS711 (3/09) Banner Ad  
WB1137 (3/09) Landing Page

## Company and Contact

#### Filing Contact Information

Susan Cipollo, Director  
680 Blair Mill Rd.  
Horsham, PA 19044

Susan\_J\_Cipollo@uhc.com  
(215) 902-8444 [Phone]  
(215) 902-8813[FAX]

#### Filing Company Information

UnitedHealthcare Insurance Company  
450 Columbus Boulevard  
PO Box 150450

CoCode: 79413  
Group Code: 707

State of Domicile: Connecticut  
Company Type: Life and Health

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Hartford, CT 06115-0450  
(860) 702-5000 ext. [Phone]

Group Name:  
FEIN Number: 36-2739571  
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State ID Number:

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$75.00  
Retaliatory? No  
Fee Explanation: 25.00 per component. 3 Components  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$75.00	05/05/2009	27630668

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	05/20/2009	05/20/2009

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## **Disposition**

Disposition Date: 05/20/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.



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## Form Schedule

Lead Form Number: AS710 (3/09)

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	AS710 (3/09)	Advertising	Banner Ad	Initial			AS710 3.09.pdf
Filed	AS711 (3/09)	Advertising	Banner Ad	Initial			AS711 3.09.pdf
Filed	WB1137 (3/09)	Advertising	Landing Page	Initial			WB1137 3.09.pdf

**DOWN**

3. Insurance that helps fill in your Medicare coverage.



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

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

AS710 (3/09)

**DOWN**

3. Insurance that helps fill in your Medicare coverage.



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

In some states plans may be available to persons eligible for Medicare due to disability.



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

AARP is not the insurer.

Get help  
with your  
healthcare  
costs with  
**AARP®**  
**Medicare**  
**Supplement**  
**Insurance**  
**Plans.**

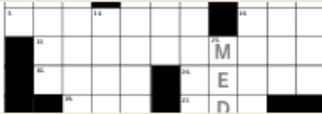
[LEARN MORE](#)



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

**ACROSS**

15. Insurance that helps fill in your Medicare coverage.



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

AS711 (3/09) Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

**ACROSS**

15. Insurance that helps fill in your Medicare coverage.



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

In some states plans may be available to persons eligible for Medicare due to disability.

**ACROSS**

15. Insurance that helps fill in your Medicare coverage.



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

AARP is not the insurer.

Get help with your healthcare costs with **AARP® Medicare Supplement Insurance Plans.**

LEARN MORE 

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



## Medicare Parts A and B may not fill in all of your healthcare expenses.

With your Medicare coverage, how much are you paying out of pocket for:

- Doctors visits?
- Hospital stays?
- Appointments with a specialist?

Medicare Supplement Insurance Plans are designed to help you with some of your out-of-pocket healthcare costs. Consider an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, to help with some of the costs Medicare Parts A and B don't pay.

**START NOW** 

Request free information or enroll online. You'll be asked to enter your birthdate and zip code to find AARP Medicare Supplement plans and rates that may be right for you.

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

AARP contracts with insurers to make coverage available to AARP members. Neither AARP nor its affiliate is the insurer. 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. All plans may not be available in your state/area. 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.

**This is a solicitation of insurance. An agent may contact you.**

WB1137 (3/09)

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## **Rate Information**

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