

SERFF Tracking Number: UHLC-126138844 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42298
 Company Tracking Number: AS713 (3/09)
 TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
 Plans
 Product Name: Medicare Supplement
 Project Name/Number: MS Banner ad/Landing Page/AS713 (3/09)

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement

SERFF Tr Num: UHLC-126138844 State: ArkansasLH

TOI: MS05G Group Medicare Supplement -
Standard Plans

SERFF Status: Closed

State Tr Num: 42298

Sub-TOI: MS05G.001 Plan A

Co Tr Num: AS713 (3/09)

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Michelle Ambach

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: MS Banner ad/Landing Page

Status of Filing in Domicile: Pending

Project Number: AS713 (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: 05/20/2009

Explanation for Other Group Market Type:

State Status Changed: 05/20/2009

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

This banner ad (AS713 (3/09)) will be used with the landing page (WB1139 (3/09)). The banner ad will be used with the matching landing page before a person will be sent to the AARPhealthcare.com website.

On the banner ad (AS713 (3/09)) there is a fading of the photo. This is to show the movement that will occur on the banner ad that will be built with flash technology.

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The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the landing page (WB1139 (3/09)).

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

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 #
UnitedHealthcare Insurance Company	\$50.00	05/05/2009	27643639

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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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Item Type	Item Name	Item Status	Public Access
Form	BANNER AD	Filed	Yes
Form	LANDING PAGE	Filed	Yes

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Form Schedule

Lead Form Number: AS713 (3/09)

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	AS713 (3/09)	Advertising	BANNER AD	Initial		45	AS713 3.09.pdf
Filed	WB1139 (3/09)	Advertising	LANDING PAGE	Initial		45	WB1139 3.09.pdf

If you're turning 65, you need to understand Medicare coverage.



AARP

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

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

AS713 (3/09)

For instance,
Medicare covers
only about 80% of
Part B expenses.



AARP

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

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



AARP

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

AARP is not the insurer.

Get help covering
some of the
other 20% with
AARP® Medicare
Supplement
Insurance Plans.



LEARN MORE »

AARP

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

Medicare covers only about 80% of Part B expenses.
**Consider an AARP®
Medicare Supplement Insurance Plan
to help pay some of the remaining 20%.**



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.

COVERAGE FOR THE CARE YOU WANT

Getting the medical care you want is important. That's why there are Medicare Supplement Insurance Plans designed to help with some of the costs Medicare Part B doesn't pay. Consider an AARP Medicare Supplement Plan, insured by UnitedHealthcare Insurance Company. It's time to focus more on your health, and less on finances.

WITH A MEDICARE SUPPLEMENT INSURANCE PLAN, YOU CAN:

- See any doctor who accepts Medicare wherever you travel in the U.S.
 - Get help paying for services such as doctors visits and outpatient care
 - Get help with the 20% of costs that Medicare Part B doesn't pay
- Find out all the ways an AARP Medicare Supplement Plan could help 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.

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