

SERFF Tracking Number: UHLC-126139585 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42297  
Company Tracking Number: AS712 (3/09)  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: MEDICARE SUPPLEMENT  
Project Name/Number: MS Banner Ads/AS712 (3/09)

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126139585 State: ArkansasLH

TOI: MS05G Group Medicare Supplement - Standard Plans SERFF Status: Closed State Tr Num: 42297

Sub-TOI: MS05G.001 Plan A

Co Tr Num: AS712 (3/09)

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Bobbie Walton

Disposition Date: 05/20/2009

Date Submitted: 05/06/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: MS Banner Ads

Status of Filing in Domicile: Pending

Project Number: AS712 (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:

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

This banner ad (AS712 (3/09)) will be used with the landing pages (WB1138 (3/09) and WB1140 (3/09)). The banner ad will be used with the matching landing page before a person will be sent to the AARPhealthcare.com website.

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There are two component codes for the landing page. A person will click and go to WB1138 (3/09) and because of the flash technology, the headline on the page will change which changes the component number to WB1140 (3/09).

The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the landing page (WB1138 (3/09) and WB1140 (3/09)).

We trust the enclosed forms are in order and look forward to your prompt acknowledgment of this filing. If you have any further questions you can contact me at 215-902-8444. If you prefer, you may also send a facsimile to me at Fax: 215-9002-8813 or send an email to Susan\_J\_Cipollo@uhc.com.

#### LIST OF ENCLOSURES

Medicare Supplement Advertising  
Banner Ads and Landing Page  
2009

AS712 (3/09) Banner Ad

WB1138 (3/09) Landing Page

WB1140 (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]

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**Filing Company Information**

UnitedHealthcare Insurance Company  
450 Columbus Boulevard  
PO Box 150450  
Hartford, CT 06115-0450  
(860) 702-5000 ext. [Phone]

CoCode: 79413  
Group Code: 707  
Group Name:  
FEIN Number: 36-2739571  
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State of Domicile: Connecticut  
Company Type: Life and Health  
State ID Number:

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$25.00  
Retaliatory? No  
Fee Explanation: \$25 per component - 3 components = \$75  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$75.00	05/06/2009	27669672

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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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<b>Item Type</b>	<b>Item Name</b>	<b>Item Status</b>	<b>Public Access</b>
<b>Form</b>	BANNER AD	Filed	Yes
<b>Form</b>	LANDING PAGE	Filed	Yes
<b>Form</b>	LANDING PAGE	Filed	Yes

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## Form Schedule

Lead Form Number: AS712 (3/09)

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	AS712 (3/09)	Advertising	BANNER AD	Initial		45	AS712 3.09.pdf
Filed	WB1138 (3/09)	Advertising	LANDING PAGE	Initial		45	WB1138 3.09.pdf
Filed	WB1140 (3/09)	Advertising	LANDING PAGE	Initial		45	WB1140 3.09.pdf



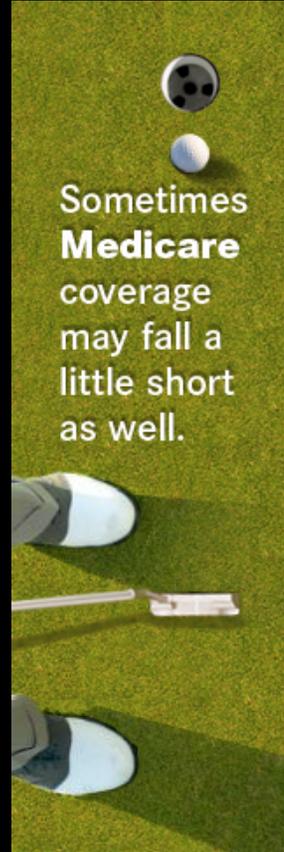
See how much **green** you can cover.

[CLICK TO PUTT](#)

**AARP**  
Medicare Supplement Plans  
Insured by **UnitedHealthcare Insurance Company**  
Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.  
AS712 (3/09)



**AARP**  
Medicare Supplement Plans  
Insured by **UnitedHealthcare Insurance Company**  
In some states plans may be available to persons eligible for Medicare due to disability.



Sometimes **Medicare** coverage may fall a little short as well.

**AARP**  
Medicare Supplement Plans  
Insured by **UnitedHealthcare Insurance Company**  
AARP is not the insurer.



Want to see how **AARP**<sup>®</sup> **Medicare Supplement Insurance Plans** could help cover some of the distance?

[CLICK HERE](#)

**AARP**  
Medicare Supplement Plans  
Insured by **UnitedHealthcare Insurance Company**

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



When it comes to healthcare coverage,  
make sure you can **cover the green** you need to.

**HOW CAN AARP® MEDICARE SUPPLEMENT INSURANCE PLANS HELP YOU?**

Medicare Parts A and B cover many healthcare services, but don't pay all of your medical expenses. That means you're responsible for paying the remaining costs.

Medicare Supplement Insurance Plans are designed to help you with some of these out-of-pocket costs. Consider an AARP Medicare Supplement Plan, insured by UnitedHealthcare Insurance Company, to help you with the expenses Medicare Parts A and B don't pay. You can also see any doctor who accepts Medicare wherever you travel in the U.S.

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.

**START NOW** >>

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.**



## Consider an AARP Medicare Supplement Insurance Plan to help with some of the healthcare costs Medicare Parts A and B do not pay.

### HOW CAN AARP® MEDICARE SUPPLEMENT INSURANCE PLANS HELP YOU?

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