

SERFF Tracking Number: UHLC-126150454 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42384
Company Tracking Number: CA1861 AR (7/09)
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans
Product Name: MEDICARE SUPPLEMENT
Project Name/Number: Red Line Switcher/CA1861 AR (7/09)

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126150454 State: ArkansasLH
TOI: MS05G Group Medicare Supplement - Standard Plans SERFF Status: Closed State Tr Num: 42384

Sub-TOI: MS05G.001 Plan A Co Tr Num: CA1861 AR (7/09) State Status: Under Review
Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler
Author: Bobbie Walton Disposition Date: 05/21/2009
Date Submitted: 05/13/2009 Disposition Status: Filed

Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Red Line Switcher Status of Filing in Domicile: Not Filed
Project Number: CA1861 AR (7/09) 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: 05/21/2009 Explanation for Other Group Market Type:
State Status Changed: 05/21/2009
Deemer Date: Corresponding Filing Tracking Number:

Filing Description:

RE: United HealthCare Insurance Company

AARP Medicare Supplement Advertising Material

Prospect Red Line "Switcher"

Self Mailer

NAIC No: 0707-79413

File No: CA1861 AR (7/09) (PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE)

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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.

Final production of the enclosed self mailer will show the component number on the bottom left hand corner of the first page when it is folded for mailing.

The Policy Form Number GRP79171 GPS-1 appears on the attached advertisement in the Disclaimer paragraph.

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: 215-902-8813 or send an email to Susan_J_Cipollo@uhc.com.

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: \$25.00

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Retaliatory? No
Fee Explanation: 25 PER COMPONENT - 1 COMPONENT = \$25
Per Company: No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$25.00	05/13/2009	27871252

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	05/21/2009	05/21/2009

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Disposition

Disposition Date: 05/21/2009

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	SELF MAILER	Filed	Yes

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Form Schedule

Lead Form Number: CA1861 AR (7/09)

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	CA1861 AR (7/09)	Advertising	SELF MAILER	Initial		45	CA1861 AR_7-09_M.pdf

[Touch 1: Self-Mailer]

[COMPONENT NUMBER PRINTS BOTTOM LEFT]

((Outside Front))

((Indicia prints top right))

PRSRST STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE]

((Logo Prints Top Left))

[AARP® | Medicare Supplement Plans
insured by UnitedHealthcare
Insurance Company]

((Return Address Prints Top Left))

UnitedHealthcare Insurance Company
P.O. Box 1017 • Montgomeryville, PA 18936-1017

((Headline))

An important message about AARP® Medicare Supplement Insurance Plans.

((Outside Back))

((Headline))

Think changing Medicare supplemental insurance is just too hard to bother with?
It's not.

((Inside Self-Mailer (Left Panel))

((Headline))

See what AARP[®] Medicare Supplement Insurance Plans have to offer.

((Body Copy))

Are you in the process of reevaluating your current health insurance needs? If so, you may want to learn more about AARP[®] Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, and what these valuable plans can offer you.

Enjoy the advantages of AARP Medicare Supplement Insurance.

Rate stability* and predictable out-of-pocket costs can help make AARP Medicare Supplement Insurance Plans an affordable solution.

And you can't be singled out for a rate increase based solely on your age. Your rate is subject to change. Any rate change will apply to all members of the same class under your Plan who reside in your state.

[2.7] million people have chosen AARP[®] Medicare Supplement Insurance.**

AARP Medicare Supplement Insurance Plans are the only plans to carry the AARP name. They are insured by UnitedHealthcare Insurance Company, which offers more Medicare supplement plans to choose from than most carriers.[†]

((Footnotes print bottom of page information is cited on))

*Nationally, more than [2.7] million plan holders have had rate increases of less than 6% on average over the past five years. Based on [2008] internal company data.

**Based on [2008] internal company data.

<http://www.aarphealthcare.com/Marketing/UHG/Statistics.aspx>

[†]The number of plans available in 2008 verified at the insurer's website and/or by telephone calls to the insurer.

<http://www.aarphealthcare.com/products/medsup/WhyYouNeedIt.aspx>

Get started now.

Call [1-800-620-1529] (1-800-232-7773 for TTY access) for your Enrollment Kit with plan information. You don't need to be a member to call.

((Inside Self-Mailer (Right Panel))

((Body Copy))

What do you want from your Medicare supplement insurance plan?

The chart below highlights some important things to consider when choosing a Medicare supplement insurance plan.

What you're looking for:	What AARP Medicare Supplement Insurance Plans provide:
High level of satisfaction	[94.4]% overall customer satisfaction ^{††}
High level of customer questions resolved during the first call	[99.7]% first-call resolution rate ^{††}
Timely claims processing	[99.4]% of claims processed in 10 days ^{††}
A nationally recognized name ^{†††}	The only Medicare supplement plans to carry the AARP name

((Footnotes print bottom of page information is cited on))

^{††}Based on [2007] internal company data. <http://www.aarphealthcare.com/marketing/UHG/statistics.aspx>

^{†††}The Harris Poll[®], December 11, 2008. Harris Interactive Inc. All rights reserved.

((Disclaimer prints outside right column))

AARP does not make health plan recommendations for individuals. You are strongly encouraged to evaluate your needs before choosing a health plan. These plans carry the AARP name, and 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 Health is a collection of health-related products, services, and insurance programs made available through AARP. Neither AARP nor its affiliate is the insurer. AARP contracts with insurers to make coverage available to AARP members. 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.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives, or advisors. Call for complete information, including benefits, costs, eligibility requirements, exclusions, and limitations.

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Rate Information

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