

SERFF Tracking Number: MUTM-126171709 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 42544
Company Tracking Number: VERONICA BOOTH
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement
Project Name/Number: Medicare Supplement Advertising/AFN41732, et al

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: MUTM-126171709 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement - SERFF Status: Closed State Tr Num: 42544

Standard Plans

Sub-TOI: MS051.001 Plan A

Co Tr Num: VERONICA BOOTH State Status: Under Review

Filing Type: Advertisement

Co Status: Reviewer(s): Stephanie Fowler

Author: Veronica Booth Disposition Date: 06/25/2009

Date Submitted: 06/01/2009 Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Status of Filing in Domicile:

Project Number: AFN41732, et al

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 06/25/2009

Explanation for Other Group Market Type:

State Status Changed: 06/25/2009

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Please see the description in the cover letter under the supporting documentation tab.

Company and Contact

Filing Contact Information

Veronica Booth, Senior Policy Drafting &

veronica.booth@mutualofomaha.com

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Regulatory Assistant

Regulatory Affairs (402) 351-4737 [Phone]
Omaha, NE 68175 (402) 351-5298[FAX]

Filing Company Information

United of Omaha Life Insurance Company CoCode: 69868 State of Domicile: Nebraska
Mutual of Omaha Plaza Group Code: 261 Company Type: Life Insurance
Omaha, NE 68175 Group Name: State ID Number:
(402) 351-6420 ext. [Phone] FEIN Number: 47-0322111

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Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: 25.00 each advertisement form. 2 Ads submitted
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	06/01/2009	28223493

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	06/25/2009	06/25/2009

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Item Type	Item Name	Item Status	Public Access
Supporting Document	Cover Letter	Accepted for Informational Purposes	Yes
Supporting Document	Memo of Variability-AFN41732	Accepted for Informational Purposes	Yes
Supporting Document	Memo of Variability-AFN41734	Accepted for Informational Purposes	Yes
Form	Banner Ad	Filed	Yes
Form	Banner Ad	Filed	Yes

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Form Schedule

Lead Form Number: AFN41732

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	AFN41732	Advertising	Banner Ad	Initial		0	AFN41732.pdf
Filed	AFN41734	Advertising	Banner Ad	Initial		0	AFN41734.pdf



can help.



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INSURANCE COMPANY**

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Learn more or call 800-931-7105.

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Supporting Document Schedules

Satisfied -Name: Cover Letter **Review Status:** Accepted for Informational Purposes 06/25/2009

Comments:

Attachment:

AR Letter App.pdf

Satisfied -Name: Memo of Variability-AFN41732 **Review Status:** Accepted for Informational Purposes 06/25/2009

Comments:

Attachment:

AFN41732MOV.pdf

Satisfied -Name: Memo of Variability-AFN41734 **Review Status:** Accepted for Informational Purposes 06/25/2009

Comments:

Attachment:

AFN41734MOV.pdf

UNITED of OMAHA

UNITED of OMAHA LIFE INSURANCE COMPANY
Mutual of Omaha Plaza
Omaha, NE 68175
402 342 7600



June 1, 2009

Arkansas Department of Insurance
Attn: Compliance - Life & Health
1200 West Third Street
Little Rock, AR 72201-1904

NAIC # 261-69868
FEIN # 47-0322111
United of Omaha Life Insurance Company
Medicare Supplement Advertising
Banner Ads: AFN41732 & AFN41734

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

This banner advertisement is institutional and will appear when a customer visits a website that we advertise on but is not owned/operated by Mutual of Omaha or any of the affiliates. When the customer clicks on the advertisement, they will be led to AFN40101-482 which has been approved by your Department on January 21, 2009.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items in each advertisement is attached.

Thank you.

Sincerely,

Carly Cole
Product and Advertising Compliance Consultant
Regulatory Affairs

Phone: 402-351-2476
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

vb

VARIABLE MATERIAL FOR ADVERTISING FORM AFN41732

The following information in the aforementioned advertisement is bracketed to denote variable material.

<u>Section</u>	<u>Explanation</u>
Last slide:	The bottom of the last slide will be one of the following: <ul style="list-style-type: none">• Get plan details today. Call 800-931-7103 or click here for more information• Talk to a personal agent today. 800-931-7103 or click here for more information.• Learn more or call 800-931-7103• Get plan details or call 800-931-7103• Talk to a personal agent today. Learn more or call 800-931-7103

VARIABLE MATERIAL FOR ADVERTISING FORM AFN41734

The following information in the aforementioned advertisement is bracketed to denote variable material.

<u>Section</u>	<u>Explanation</u>
Top of the last slide:	The top of the last slide will be one of the following: <ul style="list-style-type: none">• Generations of service at your service• Real company, real people, real service.
Bottom of the last slide:	The bottom of the last slide will be one of the following: <ul style="list-style-type: none">• Get plan details today. Call 800-931-7105 or click here for more information• Talk to a personal agent today. 800-931-7105 or click here for more information.• Learn more or call 800-931-7105• Get plan details or call 800-931-7105• Call an agent at 800-931-7105 or click here for more information.