

SERFF Tracking Number: MUTM-126164972 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 42627
Company Tracking Number: JAMIE LUCY
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - AFN41736
Project Name/Number: Medicare Supplement Advertising/AFN41736

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - AFN41736 SERFF Tr Num: MUTM-126164972 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement - Standard Plans SERFF Status: Closed State Tr Num: 42627

Sub-TOI: MS051.001 Plan A

Co Tr Num: JAMIE LUCY

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Jamie Lucy

Disposition Date: 07/07/2009

Date Submitted: 06/10/2009

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: AFN41736

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: 07/07/2009

Explanation for Other Group Market Type:

State Status Changed: 07/07/2009

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Please see the cover letter under the supporting documentation tab.

Company and Contact

Filing Contact Information

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Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant

Regulatory Affairs (402) 351-2476 [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: \$25.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$25.00	06/10/2009	28481952

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	07/07/2009	07/07/2009



help cover what
Medicare
leaves behind

[GET YOUR *free* QUOTE ►]

keep the
Doctors
you have

at a rate
you can
afford

[GET YOUR *free* QUOTE ►]

[GET YOUR *free* QUOTE ►]

Supplement Medicare with



Mutual of Omaha

**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY

[GET YOUR *free* QUOTE ►]

Get Your Quote

Current Age

65 ▼

Gender

Male ▼

Zip Code

Click to type

GET
your
QUOTE



Mutual of Omaha

Your Quote

{ **Plan F** **\$125.99*** }
learn more

Find other plans at [United of Omaha Life Insurance Company](#).

*Non-tobacco rates (tobacco rates may be higher); Rates are subject to change.

WHAT'S *included*? ►

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Supporting Document Schedules

Satisfied -Name: Memorandum of Variability **Review Status:** Accepted for Informational Purposes 07/07/2009

Comments:
Attachment:
AFN41736MOV.pdf

Satisfied -Name: Cover Letter **Review Status:** Accepted for Informational Purposes 07/07/2009

Comments:
Attachment:
AR Letter App.pdf

VARIABLE MATERIAL FOR ADVERTISING FORM AFN41736

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

<u>Section</u>	<u>Explanation</u>
Call to action on the bottom of each slide.	The call to action on each slide will be one of the following: <ul style="list-style-type: none">• Get plan details today• Learn more• See how we can help.• Get your free guide• Get your free quote• Get your quote• What's included?• Click here or call 1-800-931-7110
Slides 8 & 9	These slides may be removed and a quote not offered on the ad. If these slides are removed, the ad would end after the slide that says "Supplement Medicare with United World".
Slide 8	The age and gender drop downs will contain ages that are eligible for Medicare and the option for male or female. The ZIP Code box will allow the submitter to type in their ZIP Code.
Slide 9	The quote given will be that of the most common plan approved in the submitter's state. The quote given will be that of the most common plan approved in the submitter's state, the plans coming from Plan C through Plan J. The quotes will be generated by a rate table maintained by Medicare Supplement product team and be the non-tobacco rate for the age, gender and location entered on the previous slide.
Slide 9 – Rate disclosure	For Arkansas, disclosure will say, "Rates are subject to change." All other states will say, "Non-tobacco rates (tobacco rates may be higher); Rates are subject to change."

UNITED of OMAHA

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



June 10, 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 Ad: AFN41736

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 January 21, 2009.

The slides show the progression of the ad, starting with the closed parentheses, and then opening up to show the text of the second slide. The parentheses open and close revealing the rest of the text through the ad. The last two slides give the option of entering the information of the user to get a quote.

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

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Carly Cole
Product and Advertising Compliance Consultant
Regulatory Affairs

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

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