

SERFF Tracking Number: MUTM-126237437 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 43001
Company Tracking Number: JAMIE LUCY
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising - AFN41872
Project Name/Number: Medciare Supplement Advertising/AFN41872

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - AFN41872 SERFF Tr Num: MUTM-126237437 State: Arkansas

TOI: MS051 Individual Medicare Supplement - Standard Plans SERFF Status: Closed-Filed State Tr Num: 43001

Sub-TOI: MS051.001 Plan A

Co Tr Num: JAMIE LUCY

State Status: Filed-Closed

Filing Type: Advertisement

Author: Jamie Lucy

Reviewer(s): Stephanie Fowler

Date Submitted: 07/22/2009

Disposition Date: 08/19/2009

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medciare Supplement Advertising

Status of Filing in Domicile:

Project Number: AFN41872

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: 08/19/2009

Explanation for Other Group Market Type:

State Status Changed: 08/19/2009

Deemer Date:

Created By: Jamie Lucy

Submitted By: Jamie Lucy

Corresponding Filing Tracking Number:

Filing Description:

Please see cover letter under the supporting documentation tab.

Company and Contact

Filing Contact Information

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

Consultant

Regulatory Affairs

402-351-2476 [Phone]

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Mutual of Omaha Plaza 402-351-5298 [FAX]
 Omaha, NE 68175

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

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	07/22/2009	29359399

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	08/19/2009	08/19/2009

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Disposition

Disposition Date: 08/19/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

IMPORTANT INFORMATION IF YOU ARE MEDICARE ELIGIBLE:

It's what we chose for Mom and Dad... and what we count on now.

For quality, freedom to choose,
outstanding service and affordable rates
— we wouldn't have it any other way.

As One of the Top Medicare Supplement Insurers ...

We Know We Can Help You Choose the Right Plan at the Right Price.

Medicare Supplement insurance policies offer you:

- No individual rate increases
- Automatic benefit increases when Medicare changes
- Benefits for care anywhere in the USA
- Quick, easy claims payments with minimal paperwork
- Freedom to choose your doctors and hospitals
- No pre-certification or qualification for services requirements
- No network referrals
- Guaranteed renewable coverage

So, If You'll Soon Be Eligible for Medicare ... OR You're Not Happy

Call Toll-Free: [1-800-000-0000]. Or, visit: [www.medsuppkit.com].



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY

Medicare supplement insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. **Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program.** United of Omaha Life Insurance Company is licensed nationwide, except in NY and is solely responsible for its financial and contractual obligations. Policy forms: UM1, UM2, UM3, UM4, UM5 and UM11 or state equivalent. In ID: UM1-21504, UM4-21505 and UM5-21506; in OK: UM1-21398, UM4-21399 and UM5-21400; in OR: UM1R, UM4R and UM5R; in TX: UM1-21189, UM4-21192 and UM5-21193; in WI: UM10. Not all policy forms may be available in every state. These policies have exclusions, limitations and reductions. In some states, Medicare supplement policies are available to those eligible for Medicare due to a disability, regardless of age. In TX: If you receive Medicare benefits because of a disability, you may apply for a Medicare supplement Plan A; regardless of your age. **IMPORTANT NOTICE – "A CONSUMER'S GUIDE TO HEALTH INSURANCE FOR PEOPLE ELIGIBLE FOR MEDICARE" MAY BE OBTAINED FROM YOUR LOCAL SOCIAL SECURITY OFFICE OR FROM MUTUAL OF OMAHA INSURANCE COMPANY.**

This is a solicitation of insurance and an agent may contact you by telephone. By responding, you're requesting a licensed insurance agent contact you by telephone to provide additional information.

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Supporting Document Schedules

		Item Status:	Status
			Date:
Satisfied - Item:	Memorandum of Variability	Accepted for Informational Purposes	08/19/2009
Comments:			
Attachment:			
	AFN41872_MOV.pdf		

		Item Status:	Status
			Date:
Satisfied - Item:	Cover Letter	Accepted for Informational Purposes	08/19/2009
Comments:			
Attachment:			
	AR Letter App.pdf		

Variable Material for Advertising Form
AFN41872

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

Bottom of Ad

Phone Number is variable: [1-800-000-0000]

Bottom of Ad

Web URL is variable*: [www.medsuppkit.com]

* Web pages used will be approved for use

UNITED of OMAHA

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



July 22, 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
Direct Response Advertising
Medicare Supplement Advertising
Newspaper Ad: AFN41872

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.

The above advertisement will be used in a package with the following forms:

<u>Form Number</u>	<u>Date Approved By Your Department</u>
UL4776 (Letter)	07-11-2008
UC6771 (Brochure)	07-11-2008
UC6772 (Brochure)	07-11-2008
UC5910-03 (Application)	04-25-2008
UE1239 (Carrier)	07-11-2008
UCPNA, URPAR, UDPNS2 & UBCPNA (Outline of Coverage)	04-25-2008

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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