

SERFF Tracking Number: MUTM-126237438 State: Arkansas  
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 43000  
Company Tracking Number: JAMIE LUCY  
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A  
Standard Plans  
Product Name: Medicare Supplement Advertising - AFN41873  
Project Name/Number: Medicare Supplement Advertising/AFN41873

## Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - AFN41873 SERFF Tr Num: MUTM-126237438 State: Arkansas

TOI: MS051 Individual Medicare Supplement - Standard Plans SERFF Status: Closed-Filed State Tr Num: 43000

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: Medicare Supplement Advertising

Status of Filing in Domicile:

Project Number: AFN41873

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

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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	07/22/2009	29359372

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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.



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## Form Schedule

**Lead Form Number: AFN41873**

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/19/2009	AFN41873	Advertising	Newspaper Ad	Initial			AFN41873.pdf

## ARE YOU MEDICARE ELIGIBLE?

Three things to consider when choosing a Medicare Supplement insurance policy:

1. PRICE!
2. PRICE!
3. PRICE!

Competitive Medicare Supplement insurance from a company you can trust. United of Omaha Life Insurance Company is proud to be a Mutual of Omaha Insurance Company affiliate. Mutual of Omaha is one of the most recognized names in the insurance industry and has been serving policyholders for more than 100 years.

Let Us Help You Choose  
The Right Medicare Supplement  
Insurance Policy At The RIGHT PRICE!

Call Toll-Free:

**[1-800-000-0000]**

There is no obligation. You can also visit us online at [[www.medsuppkit.com](http://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, UM4-213499 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

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b> Memorandum of Variability	Accepted for Informational Purposes	08/19/2009
<b>Comments:</b>		
<b>Attachment:</b> AFN41873_MOV.pdf		

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

Variable Material for Advertising Form  
AFN41873

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

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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: AFN41873

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, URPAN, 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](mailto:advfilings@mutualofomaha.com)

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