

SERFF Tracking Number: MUTM-126256418 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 43140
Company Tracking Number: SHELLY KAIPUST
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Individual Medicare Supplement Advertising - AFN41932
Project Name/Number: Individual Medicare Supplement Advertising/AFN41932

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Individual Medicare Supplement SERFF Tr Num: MUTM-126256418 State: Arkansas
Advertising - AFN41932

TOI: MS051 Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 43140
Standard Plans Closed

Sub-TOI: MS051.001 Plan A Co Tr Num: SHELLY KAIPUST State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Author: Shelly Kaipust Disposition Date: 09/14/2009

Date Submitted: 08/06/2009 Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Individual Medicare Supplement Advertising

Project Number: AFN41932

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 09/14/2009

Deemer Date:

Submitted By: Shelly Kaipust

Filing Description:

August 6, 2009

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 09/14/2009

Created By: Shelly Kaipust

Corresponding Filing Tracking Number:

Arkansas Department of Insurance

Attn: Compliance - Life & Health

1200 West Third Street

Little Rock, AR 72201-1904

NAIC # 261-69868

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FEIN # 47-0322111

United of Omaha Life Insurance Company

Medicare Supplement Advertising

Newspaper Ad: AFN41932

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:

Date Approved/Filed By/With	Form Number	Your Department
	UL4776 (Letter)	07/11/08
	UC6771 (Brochure)	07/11/08
	UC6772 (Brochure)	07/11/08
	UA5910-03 (Application)	04/25/08
	UE1239 (Carrier)	07/11/08
	UCPNA, URPAR, UDPNS2 &	
	UBCPNA (Outline of Coverage)	04/25/08

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

SK

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Company and Contact

Filing Contact Information

Michelle Kaipust, Senior Policy Drafting and Regulatory Assistant
 Regulatory Affairs
 Mutual of Omaha Plaza
 Omaha, NE 68175
 shelly.kaipust@mutualofomaha.com
 402-351-8391 [Phone]
 402-351-5298 [FAX]

Filing Company Information

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

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	08/06/2009	29660748

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/14/2009	09/14/2009

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Status of Advertising Filing	Note To Reviewer	Shelly Kaipust	09/11/2009	09/11/2009

SERFF Tracking Number: MUTM-126256418 *State:* Arkansas
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Disposition

Disposition Date: 09/14/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Note To Reviewer

Created By:

Shelly Kaipust on 09/11/2009 04:38 PM

Last Edited By:

Shelly Kaipust

Submitted On:

09/11/2009 04:41 PM

Subject:

Status of Advertising Filing

Comments:

Could you please provide a status of this advertising filing that was submitted to your department via SERFF on August 6, 2009.

Your further consideration of this filing will be appreciated.

Thank you.

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Form Schedule

Lead Form Number: AFN41932

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 09/14/2009	AFN41932	Advertising	Newspaper Ad	Initial		0.000	AFN41932.pdf

IMPORTANT INFORMATION IF YOU ARE MEDICARE ELIGIBLE

THE DOCTOR WON'T SEE YOU NOW.

If you want to see your doctor of choice,
give us a call.

Don't be left in the waiting room. Help protect yourself now!

United of Omaha Life Insurance Company – a Mutual of Omaha company – is here with Medicare Supplement plans that deliver **rock-solid coverage** at **rates we believe you'll find very competitive.**

Medicare Supplement insurance policies free you from the “network” restrictions and referrals that may keep you from seeing any health care provider you want.

So, if you'll soon be eligible for Medicare ...
or, you're not happy – get **easy-to-understand facts** –
fast and FREE! **There's no obligation.**

Call Toll-Free: [1-800-000-0000]. Or, visit: [www.Web site.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 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. **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
Satisfied - Item: Memo of Variable Material	Accepted for Informational Purposes	Date: 09/14/2009
Comments:		
Attachment: AFN41932_MOV.pdf		

Variable Material for Advertising Form

AFN41932

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

Bottom of Ad

Phone Number is variable (except in NV): [1-800-000-0000]

Bottom of Ad

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

** Web pages used will be approved for use*