

SERFF Tracking Number: UHLC-126282276 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 43351
 Company Tracking Number: CA25010ST/MS2506ST
 TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
 Plans
 Product Name: MEDICARE SUPPLEMENT
 Project Name/Number: Member Referral Program/CA25010ST/MS2506ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126282276 State: Arkansas
 TOI: MS05G Group Medicare Supplement - Standard Plans SERFF Status: Closed-Filed State Tr Num: 43351
 Sub-TOI: MS05G.001 Plan A Co Tr Num: CA25010ST/MS2506ST State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler
 Author: Bobbie Walton Disposition Date: 09/28/2009
 Date Submitted: 08/26/2009 Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Member Referral Program
 Project Number: CA25010ST/MS2506ST
 Requested Filing Mode: Review & Approval
 Explanation for Combination/Other:
 Submission Type: New Submission
 Overall Rate Impact:
 Filing Status Changed: 09/28/2009

Status of Filing in Domicile: Pending
 Date Approved in Domicile:
 Domicile Status Comments:
 Market Type: Group
 Group Market Size: Large
 Group Market Type: Association
 Explanation for Other Group Market Type:
 State Status Changed: 09/28/2009
 Created By: Bobbie Walton
 Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Bobbie Walton

Filing Description:

We enclose for your information and review, proof copies of advertising material for use in connection with the AARP group health insurance program. This advertising material is an Invitation to Inquire and is new and does not replace any material previously submitted to the Department. The Policy Form Number GRP79171 GPS-1 appears in the disclaimer paragraph on the attached advertisement. The Business Reply Card that will be used with this advertising material is also attached to the advertising. Final production of the enclosed self mailer will show the component number on the bottom left hand corner of the first page when it is folded for mailing.

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Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
 680 Blair Mill Rd. 215-902-8444 [Phone]
 Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
 450 Columbus Boulevard Group Code: 707 Company Type: Life and Health
 PO Box 150450 Group Name: State ID Number:
 Hartford, CT 06115-0450 FEIN Number: 36-2739571
 (860) 702-5000 ext. [Phone]

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? No
 Fee Explanation: \$25 per component - 2 components = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	08/26/2009	30140248

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	09/28/2009	09/28/2009

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Disposition

Disposition Date: 09/28/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

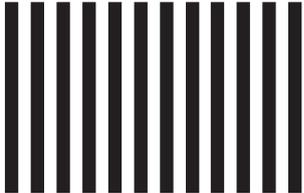
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Form Schedule

Lead Form Number: CA25010ST/MS2506ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 09/28/2009	CA25010S T/MS2506S T	Advertising	SELF MAILER WITH Initial BRC	Initial		45.000	CA25010ST_ R2_breakdown.pdf
Filed 09/28/2009	CA25011S T/MS2507S T	Advertising	SELF MAILER WITH Initial BRC	Initial		45.000	CA25011ST_ R2_breakdown.pdf

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UNITED STATES



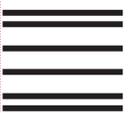
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insured by **UnitedHealthcare**
Insurance Company

BUSINESS REPLY MAIL

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INSURANCE COMPANY
PO BOX 25601
LEHIGH VALLEY PA 18003-9905



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UnitedHealthcare Insurance Company
P.O. Box 1017 • Montgomeryville, PA 18936-1017

PRSRT STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

Jane A. Sample
123 Any Street
Any City, State 10000

*Share what you know about health insurance
with the people you care about.*



At least they'll believe you
when you start talking about
your health insurance plan.

Sure, your friends might laugh at your fish stories. But they'll be all ears when it comes to AARP® Medicare Supplement Plans.

It was this big. It took an hour to haul it in. So, you exaggerated a bit. But your family and friends still respect your opinion when it comes to your AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company. They'll be happy to hear the only Medicare supplement plan that carries the AARP name offers competitive rates—and that 99.8% of questions are handled in one call.* Once you're done telling your friends, you can go back to waiting for a big one.

There are plenty of other reasons to tell your friends about this type of plan:

- You love how it lets you choose your own doctor who accepts Medicare patients.
- You're allowed to see specialists without referrals.
- Your plan comes along for the ride if you travel anywhere in the U.S.

*Remember to mention the perks you have as an insured AARP member, too:***

- If you have health questions, you can call the Nurse HealthLine any day or time.†
- You get free access to fitness centers and more with the SilverSneakers® program.††

*Help your friends get more information with the cards below.
Keep your favorite fishing hole to yourself.*



****These are additional insured member services apart from the AARP Medicare Supplement Plan benefits, are not insurance programs, and may be discontinued at any time.**

*Based on internal 2008 company data. www.aarphealthcare.com/statistics

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

AARP Medicare Supplement Insurance Plans are insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York for New York residents). **Not connected with or endorsed by the U.S. Government or the federal Medicare program.** Policy form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. **This is a solicitation of insurance. An agent may contact you.**

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives, or advisors.

AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

†OptumHealth is the provider of Nurse HealthLine. OptumHealth nurses cannot diagnose problems or recommend specific treatment and are not a substitute for your doctor's care. These services are not an insurance program and may be discontinued at any time. All decisions about medications, vision care, and health and wellness care are between you and your health care provider.

††The SilverSneakers program is made available as a value added service to AARP members insured by UnitedHealthcare. It is not insurance coverage and may be discontinued at any time. Neither AARP nor UnitedHealthcare endorse or are responsible for the services or information provided by this program. Consult a health care professional before beginning any exercise program.

I heard about my friend's health plan.

Now, I'm hooked. Please send me information on AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

Name (Mr., Mrs., Ms., Miss) Please Print _____ AARP Membership number, if applicable _____

Date of Birth (Month/Day/Year) _____ Medicare Part B Effective Date (Month/Year) _____

Address _____ City _____ State _____ Zip Code _____

Phone _____ E-mail Address _____

If you provide your phone number and/or e-mail address, a Representative/licensed agent may contact you. AARP does not employ or endorse agents, brokers, representatives, or advisors.

 **1-800-523-5800, code XXX • For TTY: 711**

 **Visit www.medsuppreferral.com**

MS2506ST

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Now, I'm hooked. Please send me information on AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

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Date of Birth (Month/Day/Year) _____ Medicare Part B Effective Date (Month/Year) _____

Address _____ City _____ State _____ Zip Code _____

Phone _____ E-mail Address _____

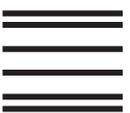
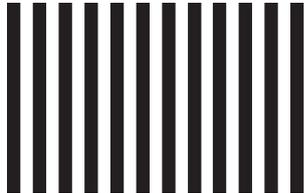
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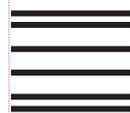
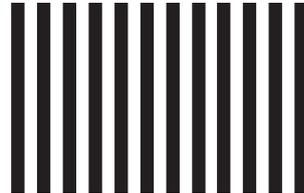
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UnitedHealthcare Insurance Company
P.O. Box 1017 • Montgomeryville, PA 18936-1017

PRSRT STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

Jane A. Sample
123 Any Street
Any City, State 10000

*Share what you know about health insurance
with the people you care about.*



Some things are worth
bragging about.
Why not your health
insurance plan?

It's tough to blame someone for going on and on about an AARP® Medicare Supplement Plan.

Some people might go as far as sticking a ribbon on their Medicare supplement plan and parading it in front of friends and family. But simply telling them how happy you are with your AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, will work just fine. They'll be glad to know 99.8% of questions are handled in one call*—and that the only Medicare supplement plan that carries the AARP name offers competitive rates, too.

There are plenty of other reasons to tell your friends about this type of plan:

- You love how it lets you choose your own doctor who accepts Medicare patients.
- You're allowed to see specialists without referrals.
- Your plan comes along for the ride if you travel anywhere in the U.S.

*Remember to mention the perks you have as an insured AARP member, too:***

- If you have health questions, you can call the Nurse HealthLine any day or time.†
- You get free access to fitness centers and more with the SilverSneakers® program.††

*Help your friends get more information with the cards below.
Mentioning Fido's shiny new ribbon is completely optional.*



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*Based on internal 2008 company data. www.aarphealthcare.com/statistics

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†OptumHealth is the provider of Nurse HealthLine. OptumHealth nurses cannot diagnose problems or recommend specific treatment and are not a substitute for your doctor's care. These services are not an insurance program and may be discontinued at any time. All decisions about medications, vision care, and health and wellness care are between you and your health care provider.

††The SilverSneakers program is made available as a value added service to AARP members insured by UnitedHealthcare. It is not insurance coverage and may be discontinued at any time. Neither AARP nor UnitedHealthcare endorse or are responsible for the services or information provided by this program. Consult a health care professional before beginning any exercise program.

**I heard about my friend's health plan.
Now I want a plan worth bragging about.**
*Please send me information on AARP® Medicare Supplement Insurance Plans,
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Name (Mr., Mrs., Ms., Miss) Please Print _____ AARP Membership number, if applicable _____

Date of Birth (Month/Day/Year) _____ Medicare Part B Effective Date (Month/Year) _____

Address _____ City _____ State _____ Zip Code _____

Phone _____ E-mail Address _____

If you provide your phone number and/or e-mail address, a Representative/licensed agent may contact you. AARP does not employ or endorse agents, brokers, representatives, or advisors.

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Visit www.medsuppreferral.com

MS2507ST

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Now I want a plan worth bragging about.**
*Please send me information on AARP® Medicare Supplement Insurance Plans,
insured by UnitedHealthcare Insurance Company.*

Name (Mr., Mrs., Ms., Miss) Please Print _____ AARP Membership number, if applicable _____

Date of Birth (Month/Day/Year) _____ Medicare Part B Effective Date (Month/Year) _____

Address _____ City _____ State _____ Zip Code _____

Phone _____ E-mail Address _____

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