

SERFF Tracking Number: MUTM-126434661 State: Arkansas
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 44437
 Company Tracking Number: ASHLEY COPENHAVER
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
 Standard Plans
 Product Name: Medicare Supplement Advertising - MC34379
 Project Name/Number: Medicare Supplement Advertising/MC34379

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - MC34379 SERFF Tr Num: MUTM-126434661 State: Arkansas

TOI: MS051 Individual Medicare Supplement - Standard Plans SERFF Status: Closed-Filed-Closed State Tr Num: 44437

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

Filing Type: Advertisement

Author: Ashley Copenhaver
 Date Submitted: 12/30/2009
 Reviewer(s): Stephanie Fowler
 Disposition Date: 01/21/2010
 Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: MC34379

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 01/21/2010

Deemer Date:

Submitted By: Ashley Copenhaver

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

Direct Response Mail Advertising

Medicare Supplement Advertising

MC34379

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: 01/21/2010

Created By: Ashley Copenhaver

Corresponding Filing Tracking Number:

SERFF Tracking Number: MUTM-126434661 State: Arkansas
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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 advertisement is a postcard that is co-branded so it can be used where appropriate for Mutual of Omaha Insurance Company, United of Omaha Life Insurance Company or United World Life Insurance Company.

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

ac

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant
Regulatory Affairs 402-351-2476 [Phone]
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

SERFF Tracking Number: MUTM-126434661 State: Arkansas
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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	12/30/2009	33183394

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	01/21/2010	01/21/2010

SERFF Tracking Number: MUTM-126434661 *State:* Arkansas
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Disposition

Disposition Date: 01/21/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	Post Card	Filed	Yes

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Form Schedule

Lead Form Number: MC34379

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/21/2010	MC34379	Advertising Post Card		Initial		0.000	MC34379.pdf

You recently requested some information about Medicare Supplement insurance options; we hope you received the free information packet.

If you have any questions, give us a call. We're here to help you make an informed decision.

Call toll-free 1-800-123-4567

Please note this is a solicitation of insurance. An insurance agent may contact you by telephone. Neither Mutual of Omaha Insurance Company, United World Life Insurance Company, or United of Omaha Life Insurance Company, nor their Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program. Medicare supplement insurance policies are underwritten by Mutual of Omaha Insurance Company or one of its affiliates; United World Life Insurance Company or United of Omaha Life Insurance Company.

Policy Forms in OK: UM1-21398, UM4-21399, UM5-21400. In PA: WM1-21214, WM2-21215, WM8-21216, WM12-21217, WM3-21413 and WM4-21414.

MC34379



MUTUAL OF OMAHA INSURANCE COMPANY
UNITED WORLD LIFE INSURANCE COMPANY
UNITED OF OMAHA LIFE INSURANCE COMPANY

Mutual of Omaha Plaza
Omaha, NE 68175