

SERFF Tracking Number: UHLC-126442442 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 44484  
 Company Tracking Number: AS2512ST  
 TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
 Plans  
 Product Name: MEDICARE SUPPLEMENT  
 Project Name/Number: ATM/BULLETIN ADS/AS2512ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126442442 State: Arkansas  
 TOI: MS05G Group Medicare Supplement - Standard Plans SERFF Status: Closed-Filed- Closed State Tr Num: 44484  
 Sub-TOI: MS05G.001 Plan A Co Tr Num: AS2512ST State Status: Filed-Closed  
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
 Author: Bobbie Walton Disposition Date: 01/27/2010  
 Date Submitted: 01/06/2010 Disposition Status: Filed-Closed  
 Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: ATM/BULLETIN ADS  
 Project Number: AS2512ST  
 Requested Filing Mode: File & Use  
 Explanation for Combination/Other:  
 Submission Type: New Submission  
 Overall Rate Impact:  
 Filing Status Changed: 01/27/2010

Status of Filing in Domicile: Not Filed  
 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: 01/27/2010  
 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 for use in connection with the AARP group health insurance program. This advertising material is substantially similar to advertising previously approved by the Department on 8/13/2009, under our file number AS2509 and SERFF Tracking Number UHLC-126228084.

These print advertisements are invitations to inquire and will mail in 2nd quarter 2010. The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the attached advertisements.

We trust the enclosed forms are in order and look forward to your prompt acknowledgment of this filing. If you have any further questions you can contact me at 215/902-8444. If you prefer, you may also send a facsimile to me at Fax:

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215/902-8813 or send an email to Susan\_J\_Cipollo@uhc.com.

## 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 - 6 COMPONENTS = 150  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$150.00	01/06/2010	33284121

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	01/27/2010	01/27/2010

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## **Disposition**

Disposition Date: 01/27/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes

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## Form Schedule

### Lead Form Number: AS2512ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/27/2010	AS2512ST	Advertising	PRINT AD	Initial		45.000	AS2512ST.pdf
Filed 01/27/2010	AS2514ST	Advertising	PRINT AD	Initial		45.000	AS2514ST.pdf
Filed 01/27/2010	AS2519ST	Advertising	PRINT AD	Initial		45.000	AS2519ST.pdf
Filed 01/27/2010	AS2521ST	Advertising	PRINT AD	Initial		45.000	AS2521ST.pdf
Filed 01/27/2010	AS2525ST	Advertising	PRINT AD	Initial		45.000	AS2525ST.pdf
Filed 01/27/2010	AS2527ST	Advertising	PRINT AD	Initial		45.000	AS2527ST.pdf

**Attention:  
AARP Members  
eligible for  
Medicare**

Medicare only pays about

**80%**

of Part B expenses.

The other

**20%**

or more is up to you.

**A Medicare Supplement Insurance Plan could save you up to thousands of dollars in out-of-pocket expenses.\***

\*\*The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company 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 does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY 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. All plans may not be available in your state/area. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

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

**This is a solicitation of insurance. An agent may contact you.**

\*Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2008. <[http://www.medpac.gov/documents/Jun08DataBook\\_Entire\\_report.pdf](http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf)> (15 Jan, 2009) p. 63, 65.

Medicare alone can leave you with various out of pocket expenses. That's why millions of AARP members, just like you, have chosen an AARP Medicare Supplement Plan, insured by UnitedHealthcare Insurance Company. Consider the only Medicare supplement insurance plans endorsed by AARP\*\* – offering competitive prices.

Like all Medicare supplement plans, you'll get:

- The freedom to choose your own doctors and hospitals that accept Medicare
- No referrals — ever — to see specialists
- Virtually no claim forms



We want to help you better understand your AARP Medicare Supplement plan options with a free information kit. There's no obligation, so get yours today.

**Call toll-free for your free information kit now —**

**1-XXX-XXX-XXXX, code XXX**

**TTY:XXX**



**Medicare Supplement Plans**  
insured by **UnitedHealthcare Insurance Company**

**Attention:  
Everyone eligible  
for Medicare**

Medicare only pays about

**80%**

of Part B expenses.

The other

**20%**

or more is up to you.

**A Medicare Supplement Insurance Plan could save you up to thousands of dollars in out-of-pocket expenses.\***

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**As with all Medicare supplement plans, you'll get:**

- The freedom to choose your own doctors and hospitals that accept Medicare
- No referrals needed — ever — to see specialists
- Virtually no claim forms



We want to help you better understand your AARP Medicare Supplement options with a free information kit. There's no obligation, so get yours today.

**Call toll-free for your free information kit now — even if you're not an AARP member yet.**

**1-XXX-XXX-XXXX, code XXX  
TTY:XXX**

This is a group Medicare supplement policy and you must be an AARP member to purchase this product.

**AARP®**

**Medicare Supplement Plans**  
insured by **UnitedHealthcare  
Insurance Company**



Medicare Supplement Plans  
insured by UnitedHealthcare  
Insurance Company



**Medicare only pays about 80%  
of Part B expenses. The other 20%  
or more is up to you.**

**Consider an AARP® Medicare Supplement Insurance Plan, insured  
by UnitedHealthcare Insurance Company.**

**All medicare supplement plans give you:**

- No network restrictions — see any doctor or go to any hospital that accepts Medicare.
- Help covering about 20% of medical expenses not paid by Part B.
- The care you need, when you need it, from any doctor.

**Call toll-free now to get free information to help you decide which  
AARP Medicare Supplement plan is right for you.**

**1-XXX-XXX-XXXX Code: XXX**

**TTY: XXX**

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AS2519ST



Medicare Supplement Plans  
insured by UnitedHealthcare  
Insurance Company



**I thought when I enrolled in Medicare that all of my medical expenses would be paid...then I got a bill from the hospital.**

**Learn more about AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.**

All medicare supplement plans help you:

- Keep your relationships with those medical professionals you know and depend on who accept Medicare.
- Get the care you need, when you need it, from any doctor, wherever you are in the U.S.
- Pay Medicare's xxxx initial hospital deductible of \$xxxx.xx

**Call now for a free AARP Medicare Supplement information kit.**

**X-XXX-XXX-XXXX Code: XXX**

**TTY: XXX**

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AS2521ST



**Medicare pays up to 80%  
of Part B expenses.  
The other 20% or more is up to you.**

- Call now about an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance company.
- As with all medicare supplement plans they can help cover some of the 20% of medical expenses not covered by Part B.

Call toll-free now to get a free information kit to help you decide which plan is right for you.  
**X -XXX-XXX-XXXX CODE:XXX** For TTY, call XXX

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**I thought when I enrolled in Medicare that all of my medical expenses would be paid... then I got a bill from the hospital.**

- Consider an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.
- All medicare supplement plans help cover some of Medicare's xxxx initial hospital deductible of \$xxxx

Call toll-free now for a free AARP Medicare Supplement information kit.  
**X -XXX-XXX-XXXX CODE:XXX** For TTY, call XXX

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