

SERFF Tracking Number: UHLC-126453481 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 44549  
Company Tracking Number: AS2513ST  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: MEDICARE SUPPLEMENT  
Project Name/Number: ATM AD/AS2513ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126453481 State: Arkansas  
TOI: MS05G Group Medicare Supplement - SERFF Status: Closed-Filed State Tr Num: 44549  
Standard Plans

Sub-TOI: MS05G.001 Plan A

Co Tr Num: AS2513ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Author: Bobbie Walton

Disposition Date: 01/28/2010

Date Submitted: 01/12/2010

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: ATM AD

Status of Filing in Domicile: Pending

Project Number: AS2513ST

Date Approved in Domicile:

Requested Filing Mode: File & Use

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Group

Submission Type: New Submission

Group Market Size: Large

Overall Rate Impact:

Group Market Type: Association

Filing Status Changed: 01/28/2010

Explanation for Other Group Market Type:

State Status Changed: 01/28/2010

Deemer Date:

Created By: Bobbie Walton

Submitted By: Bobbie Walton

Corresponding Filing Tracking Number:

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:

SERFF Tracking Number: UHLC-126453481 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 44549  
 Company Tracking Number: AS2513ST  
 TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
 Plans  
 Product Name: MEDICARE SUPPLEMENT  
 Project Name/Number: ATM AD/AS2513ST

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 - 1 component = \$25.00  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$25.00	01/12/2010	33485926

SERFF Tracking Number: UHLC-126453481 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 44549  
Company Tracking Number: AS2513ST  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: MEDICARE SUPPLEMENT  
Project Name/Number: ATM AD/AS2513ST

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	01/28/2010	01/28/2010

SERFF Tracking Number: UHLC-126453481 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 44549  
Company Tracking Number: AS2513ST  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: MEDICARE SUPPLEMENT  
Project Name/Number: ATM AD/AS2513ST

## Disposition

Disposition Date: 01/28/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-126453481 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 44549  
Company Tracking Number: AS2513ST  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: MEDICARE SUPPLEMENT  
Project Name/Number: ATM AD/AS2513ST

<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	MED SUPP ATM ADS	Filed	Yes

SERFF Tracking Number: UHLC-126453481 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 44549  
 Company Tracking Number: AS2513ST  
 TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
 Plans  
 Product Name: MEDICARE SUPPLEMENT  
 Project Name/Number: ATM AD/AS2513ST

## Form Schedule

**Lead Form Number: AS2513ST**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/28/2010	AS2513ST	Advertising	MED SUPP ATM ADS	Initial		45.000	AS2513ST.pdf

**Attention:  
Have your health insurance  
coverage needs changed  
recently? Call now!**

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.\***

Medicare alone can leave you with various expenses. That's why millions of people just like you have chosen an AARP® Medicare Supplement Plan, insured by UnitedHealthcare Insurance Company. These are the only Medicare Supplement plans endorsed by AARP.\*\*

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

- The freedom to choose your own doctor and hospital that accepts Medicare
- No referrals needed — ever — to see specialists



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 — 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.



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

\*\*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-I (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.

AS25T35T