

SERFF Tracking Number: MUTM-126496393 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 44852
Company Tracking Number: WANDA HILL
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: 2009 Drop Ticket Informational Letter
Project Name/Number: 2009 Drop Ticket Informational Letter /2009 Drop Ticket Informational Letter

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: 2009 Drop Ticket Informational Letter SERFF Tr Num: MUTM-126496393 State: Arkansas

TOI: L08 Life - Other

SERFF Status: Closed-Accepted State Tr Num: 44852
For Informational Purposes

Sub-TOI: L08.000 Life - Other

Co Tr Num: WANDA HILL State Status: Filed-Closed
Reviewer(s): Linda Bird

Filing Type: Form

Authors: Helen Curry, Wanda Hill, Kim Meyerring, Ellen Cochrane, Kristin Miller
Disposition Date: 02/17/2010

Date Submitted: 02/12/2010

Disposition Status: Accepted For Informational Purposes
Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: 2009 Drop Ticket Informational Letter

Status of Filing in Domicile:

Project Number: 2009 Drop Ticket Informational Letter

Date Approved in Domicile:

Requested Filing Mode: Informational

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 02/17/2010

Explanation for Other Group Market Type:

State Status Changed: 02/17/2010

Deemer Date:

Created By: Kristin Miller

Submitted By: Kristin Miller

Corresponding Filing Tracking Number:

Filing Description:

Please see cover letter under supporting documentation tab.

Company and Contact

Filing Contact Information

Wanda Hill, Senior Policy Drafting and

wanda.hill@mutualofomaha.com

SERFF Tracking Number: MUTM-126496393 State: Arkansas
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 44852
 Company Tracking Number: WANDA HILL
 TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
 Product Name: 2009 Drop Ticket Informational Letter
 Project Name/Number: 2009 Drop Ticket Informational Letter /2009 Drop Ticket Informational Letter

Regulatory Specialist

Regulatory Affairs 402-351-3440 [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

Fee Required? No
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$0.00	02/12/2010	

SERFF Tracking Number: MUTM-126496393 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 44852
Company Tracking Number: WANDA HILL
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: 2009 Drop Ticket Informational Letter
Project Name/Number: 2009 Drop Ticket Informational Letter /2009 Drop Ticket Informational Letter

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Linda Bird Informational Purposes		02/17/2010	02/17/2010

SERFF Tracking Number: MUTM-126496393 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 44852
Company Tracking Number: WANDA HILL
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: 2009 Drop Ticket Informational Letter
Project Name/Number: 2009 Drop Ticket Informational Letter /2009 Drop Ticket Informational Letter

Disposition

Disposition Date: 02/17/2010

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: MUTM-126496393 *State:* Arkansas
Filing Company: United of Omaha Life Insurance Company *State Tracking Number:* 44852
Company Tracking Number: WANDA HILL
TOI: L08 Life - Other *Sub-TOI:* L08.000 Life - Other
Product Name: 2009 Drop Ticket Informational Letter
Project Name/Number: 2009 Drop Ticket Informational Letter /2009 Drop Ticket Informational Letter

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Cover Letter/Filing Description		No

SERFF Tracking Number: MUTM-126496393 State: Arkansas
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 44852
 Company Tracking Number: WANDA HILL
 TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
 Product Name: 2009 Drop Ticket Informational Letter
 Project Name/Number: 2009 Drop Ticket Informational Letter /2009 Drop Ticket Informational Letter

Supporting Document Schedules

	Item Status:	Status Date:
Bypassed - Item: Flesch Certification		
Bypass Reason: Not required for this filing.		
Comments:		

	Item Status:	Status Date:
Bypassed - Item: Application		
Bypass Reason: Not required for this filing.		
Comments:		

	Item Status:	Status Date:
Satisfied - Item: Cover Letter/Filing Description		
Comments:		
Attachment:		
AR DropTicket Informational Letter.pdf		

UNITED of OMAHA LIFE INSURANCE COMPANY
Mutual of Omaha Plaza
Omaha, NE 68175
402 342 7600



February 11, 2010

Informational Filing

Arkansas Department of Insurance
Attn: Compliance - Life & Health
1200 West Third Street
Little Rock, AR 72201-1904

RE: United of Omaha Life Insurance Company

NAIC 261-69868 FEIN 47-0322111

Filing for Extension of Use

C977LNA09A	Individual Life Application - Part 1A
C978LNA09A	Individual Life Application - Part 1B
C979LNA09A	Individual Life Application - Part 2
C980LNA09A	Aviation Questionnaire
C981LNA09A	Underwater Diving Questionnaire
C982LNA09A	Skydiving/Parachuting Questionnaire
C983LNA09A	Racing Questionnaire
C984LNA09A	Foreign National and Foreign Travel
C985LNA09A	Nontobacco Questionnaire
C986LNA09A	Rock or Mountain Questionnaire
C987LNA09A	Hang Gliding/Base Jumping/Bungee Jumping Questionnaire
C997LNA09A	Producer Statement
C998LNA09A	Juvenile Life Insurance Supplemental Application
C999LNA09A	Childrens Rider Life Insurance Supplemental Application

This letter is to inform you that we wish to request an extension of use of the above-captioned forms for use with our "producer lead" program utilizing a new application process and e-signature software. Your Department on September 30, 2009, approved the referenced forms.

Please accept our assurance that the new application process and e-signature software complies with the e-signature requirements of your state.

The primary differences between the previously approved e-signature process as outlined in Appendix A and the new process are listed below.

- The soliciting licensed agent will complete a "customer lead".
- The soliciting licensed agent will electronically forward the completed lead to the call center licensed agent.
- An employee (supervised by a call center licensed agent) will then conduct a recorded telephone interview with the applicant.

Arkansas Department of Insurance
February 11, 2010
Page 2

- An employee (supervised by a writing licensed agent) will gather from the applicant answers to the application questions. If during the telephone interview, the applicant wants to make changes to the product selected, or is replacing insurance, then the employee will refer the applicant back to one of the licensed agents.
- The application will be processed utilizing an e-signature software that is similar to the software referenced in the previously approved supporting document Appendix A.
- The soliciting licensed agent will forward the completed application package signed by the applicant and the soliciting licensed agent(s) to United of Omaha Insurance Company.
- While the print screens appear different, the underlying actions are substantially similar to the existing software as described in Appendix A.

If I may be of any additional assistance to you, please do not hesitate to contact me. Your notification that this letter has been placed on file will be appreciated.

Sincerely,

A handwritten signature in black ink that reads "Wanda Hill". The signature is written in a cursive, flowing style.

Wanda Hill
Senior Product and Advertising Compliance Analyst
Regulatory Affairs

Phone: 402-351-3440 (Collect)
Fax: 402-351-5298
E-mail: wanda.hill@mutualofomaha.com