

SERFF Tracking Number: MUTM-126503594 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 44898
Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - ML11869
Project Name/Number: Long Term Care Advertising/ML11869

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-126503594 State: Arkansas
ML11869

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 44898

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: VERONICA BOOTH

State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett

Author: Veronica Booth

Disposition Date: 03/10/2010

Date Submitted: 02/17/2010

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Status of Filing in Domicile:

Project Number: ML11869

Date Approved in Domicile:

Requested Filing Mode:

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: 03/10/2010

Explanation for Other Group Market Type:

State Status Changed: 03/10/2010

Deemer Date:

Created By: Veronica Booth

Submitted By: Veronica Booth

Corresponding Filing Tracking Number:

Filing Description:

NAIC #261-71412

FEIN #47-0246511

Mutual of Omaha Insurance Company

Long-Term Care Advertising

ML11869

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 prospecting marketing piece that will be sent to a business owner/employer of a

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company/business to see if they are interested in adding our Long-Term Care insurance to their benefit package. This ad is to show the value of Long-Term Care insurance to both their business and to their employees and is not meant to educate them on the product. The Long-Term Care product that will be offered to their employees is an individual product and not a group product.

We request that any information in brackets be considered variable.

Your notice of acceptance of this filing would 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

vb

Company and Contact

Filing Contact Information

Veronica Booth, Senior Policy Drafting & Regulatory Assistant
Regulatory Affairs
Mutual of Omaha Plaza
Omaha, NE 68175
veronica.booth@mutualofomaha.com
402-351-4737 [Phone]
402-351-5298 [FAX]

Filing Company Information

Mutual of Omaha Insurance Company
Mutual of Omaha Plaza
Omaha, NE 68175
(402) 351-6420 ext. [Phone]
CoCode: 71412
Group Code: 261
Group Name:
FEIN Number: 47-0246511
State of Domicile: Nebraska
Company Type: Health Insurance
State ID Number:

Filing Fees

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Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	02/17/2010	34247765

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	03/10/2010	03/10/2010

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Disposition

Disposition Date: 03/10/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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State: Arkansas

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State Tracking Number: 44898

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**Schedule
Form**

**Schedule Item
Letter**

**Schedule Item Status Public Access
Yes**

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Form Schedule

Lead Form Number: ML11869

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	ML11869	Advertising Letter	Initial		0.000	ML11869.pdf

[Your Licensed Company Name Required]

[Agent Name]

[Agent Address]

[Agent City, State, ZIP]

[Agent Phone Number]

[Agent E-mail]

Why do you need long-term care insurance?

There are a lot of good reasons:

- You realize you're getting older and may need help someday
- You want to stay at home as long as possible
- You've seen what happens to people who don't have it
- You don't want your family to take care of you
- You don't want to spend your life savings on long-term care services
- You want to leave an inheritance for your kids
- You know it's the smart thing to do

You may be surprised to learn that long-term care insurance may be more affordable than you think. A Mutual Care® Plus long-term care insurance policy from Mutual of Omaha Insurance Company provides coverage to help pay for the services you need in the setting that's right for you – whether in your home, an assisted living facility or a nursing home. The policy covers the essential long-term care services people use most often, and that means you don't pay for a lot of extra features and benefits you may never need.

I hope you'll allow me to show you just how affordable a Mutual Care® Plus insurance policy may be. Please call or e-mail me soon. I'll be happy to provide an assessment of your long-term care insurance needs at no cost or obligation.

Sincerely,

[Agent Name]

An Independent Licensed Agent

P.S. Do you already own a Medicare supplement insurance policy from Mutual of Omaha Insurance Company or one of our affiliates? If so, you'll receive a five-percent premium allowance on your Mutual Care Plus long-term care insurance premium. It's our way of thanking you for being a loyal customer.

This is a solicitation of insurance. Long-term care insurance is underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175-0001. Policy forms LTC09M, LTC09M-AG (or state equivalent) In ID: LTC09M-ID, LTC09M-AG-ID, In NY: LTC09M-NY, LTC09M-AG-NY, In OK: LTC09M-OK, LTC09M-AG-OK, In OR: LTC09 [-AG, -5ML, -10ML]-OR, In PA: LTC09M-PA, LTC09M-AG-PA, In TX: LTC09M-TX, LTC09M-AG-TX, In WA: LTC09M-WA, LTC09M-AG-WA. These policies have exceptions, limitations and reductions. You may be contacted by telephone by an insurance agent.



**MUTUAL OF OMAHA
INSURANCE COMPANY**