

SERFF Tracking Number: MUTM-126506809 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 44942
Company Tracking Number: KAREN HOWLAND
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long-Term Care Advertising - ML11868
Project Name/Number: Long-Term Care Advertising /ML11868

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long-Term Care Advertising - SERFF Tr Num: MUTM-126506809 State: Arkansas
ML11868

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 44942

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: KAREN HOWLAND

State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett

Author: Karen Howland

Disposition Date: 03/08/2010

Date Submitted: 02/18/2010

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: ML11868

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: 03/08/2010

Explanation for Other Group Market Type:

State Status Changed: 03/08/2010

Deemer Date:

Created By: Karen Howland

Submitted By: Karen Howland

Corresponding Filing Tracking Number:

Filing Description:

NAIC #261-71412

FEIN #47-0246511

Mutual of Omaha Insurance Company

Long-Term Care Advertising

ML11868

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.

We request that any wording such as Your Licensed Company Name Required, Agent Name, Agent Address, Agent

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Phone Number and Agent E-mail in brackets be considered variable.

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

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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

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

Filing Fees

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

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	02/18/2010	34283148

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	03/08/2010	03/08/2010

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Disposition

Disposition Date: 03/08/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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State: Arkansas

Filing Company: Mutual of Omaha Insurance Company

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**Schedule
Form**

Schedule Item
Prospecting Letter

Schedule Item Status Public Access
Yes

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Form Schedule

Lead Form Number: ML11868

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	ML11868	Advertising Prospecting Letter	Initial		0.000	ML11868.pdf

[Your Licensed Company Name Required]

[Agent Name]

[Agent Address]

[Agent City, State, ZIP]

[Agent Phone Number]

[Agent E-mail]

Long-term care insurance may help you stay in your own home longer, so you may keep living life your way

When the need for long-term care arises, initial care often can be provided at home with help from family and friends. But even informal care can involve extra expenses. Now, you can choose a long-term care insurance policy from Mutual of Omaha Insurance Company which provides cash benefits that may be used to help cover *any type of expense* when you need long-term care. And, the cash benefits are based on your very first day of qualified need.

Whether you need care in your own home or services in an assisted living facility or nursing home, you can choose a policy that provides benefits to help pay for this care. And you can request the type of payments you prefer – traditional reimbursement of expenses to your health care provider or monthly cash benefits. Simply put, the policy you choose may help give you freedom to keep living life the way you want...receiving the care that's best for you.

The need for long-term care can happen at any age. I hope you'll allow me to show you how our policies may help keep you in control of your care options. Please call or e-mail me soon. I'll be happy to review your long-term care insurance needs at no cost or obligation.

Sincerely,

[Agent Name]

An Independent Licensed Agent

P.S. Some people mistakenly believe long-term care insurance is too expensive. Many of our customers tell us it turned out to be more affordable than they thought. Be sure to ask me about a variety of options that could significantly lower your cost.

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: LTC09M-OR, LTC09M-AG-OR, In PA: LTC09M-PA, LTC09M-AG-PA, In WA: LTC09M-WA, LTC09M-AG-WA. This policy has exceptions, limitations and reductions. This is a solicitation of insurance. An insurance agent may contact you by telephone to provide additional information.



**MUTUAL OF OMAHA
INSURANCE COMPANY**