

SERFF Tracking Number: MUTM-126522693 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 45107
Company Tracking Number: ASHLEY COPENHAVER
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - GL609_0110
Project Name/Number: Long Term Care Advertising/GL609_0110

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-126522693 State: Arkansas
GL609_0110

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 45107

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: ASHLEY

State Status: Closed

COPENHAVER

Filing Type: Advertisement

Reviewer(s): Marie Bennett

Author: Ashley Copenhaver

Disposition Date: 03/15/2010

Date Submitted: 03/02/2010

Disposition Status: Filed

Implementation Date:

Implementation Date Requested:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Status of Filing in Domicile:

Project Number: GL609_0110

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: 03/15/2010

Explanation for Other Group Market Type:

State Status Changed: 03/15/2010

Deemer Date:

Created By: Ashley Copenhaver

Submitted By: Ashley Copenhaver

Corresponding Filing Tracking Number:

Filing Description:

NAIC# 261-69868

FEIN# 47-0322111

United of Omaha Life Insurance Company

Long-Term Care Advertising

GL609_0110

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.

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

ac

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance Consultant
Regulatory Affairs
Mutual of Omaha Plaza
Omaha, NE 68175
402-351-2476 [Phone]
402-351-5298 [FAX]

Filing Company Information

United of Omaha Life Insurance Company
Mutual of Omaha Plaza
Omaha, NE 68175
(402) 351-6420 ext. [Phone]
CoCode: 69868
Group Code: 261
Group Name:
FEIN Number: 47-0322111
State of Domicile: Nebraska
Company Type: Life Insurance
State ID Number:

Filing Fees

SERFF Tracking Number: MUTM-126522693 State: Arkansas
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Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	03/02/2010	34548432

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	03/15/2010	03/15/2010

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Disposition

Disposition Date: 03/15/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Prospecting Letter		No

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Form Schedule

Lead Form Number: GL609_0110

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	GL609_0110	Advertising	Prospecting Letter	Initial		0.000	GL609_0110.pdf

[Your Licensed Company Name Required]

[Agent Name]

[Agent Address]

[Agent City, State, ZIP]

[Agent Phone Number]

[Agent E-mail]

A benefit that makes sense for your company and your employees

[Dear Business Owner/Employer or Name,]

Employers just like you are complimenting their benefits package with long-term care insurance. Adding a long-term care insurance benefit from United of Omaha Life Insurance Company (United of Omaha) can help your employees protect their financial security and provide benefits for your company, too. Take a look at the benefits for your company and your employees.

For your company:

- May help boost employee morale and job satisfaction
- May help increase productivity, attract and retain top talent
- Requires minimal administration at little to no cost
- Offers favorable tax advantages
- May be able to provide key employee carve-outs¹

For your employees:

- Shows you are concerned about their well-being
- Can provide a critical component to help protect their financial plan
- Offers discounted premiums, portability and ease of payment
- All benefits received are intended to be tax-free
- Employees may be eligible for tax credits or deductions for premiums²
- Reduced Underwriting Standards offer easy-to-apply-for policies with as few as three health questions

To learn more about the advantages of including long-term care insurance in your employee benefits package, please contact me.

Sincerely,

[Agent Name]

An Independent Licensed Agent

¹ Only if premiums are employer paid.

² Only available when premiums are paid on a voluntary basis. Tax advantages may vary in states.

Long-term care insurance is underwritten by United of Omaha Life Insurance Company, a Mutual of Omaha company, Mutual of Omaha Plaza, Omaha, NE 68175. Policy forms: LTC09U-5ML, LTC09U-10ML (or state equivalent) In ID: LTC09U-5ML-ID, LTC09U-10ML-ID, In OK: LTC09U-5ML-OK, LTC09U-10ML-OK, In OR: LTC09U-5ML-OR, LTC09U-10ML-OR, In PA: LTC09U-5ML-PA, LTC09U-10ML-PA, In TX: LTC09U-5ML-TX, LTC09U-10ML-TX, In WA: LTC09U-5ML-WA, LTC09U-10ML-WA. These policies have exclusions, limitations and reductions. This is a solicitation of insurance. You may be contacted by telephone by an insurance agent.

GL609_0110



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY