

SERFF Tracking Number: MUTM-126530958 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 45140
Company Tracking Number: STACEY PAYTON
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Advertising - URC7208_0110
Project Name/Number: Medicare Supplement Advertising Letter/URC7208_0110

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: MUTM-126530958 State: Arkansas
Advertising - URC7208_0110

TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed State Tr Num: 45140
Sub-TOI: MS09.000 Medicare Supplement Co Tr Num: STACEY PAYTON State Status: Filed-Closed
Other 2010

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler
Author: Stacey Payton Disposition Date: 03/25/2010
Date Submitted: 03/08/2010 Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising Letter

Status of Filing in Domicile: Not Filed

Project Number: URC7208_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: 03/25/2010

Explanation for Other Group Market Type:

State Status Changed: 03/25/2010

Deemer Date:

Created By: Stacey Payton

Submitted By: Stacey Payton

Corresponding Filing Tracking Number:

Filing Description:

NAIC #261-69868 Package 2

FEIN #47-0322111 URC7209_0110

United of Omaha Life Insurance Company URC7209-1_0110 (Reply Card)

Medicare Supplement Advertising

Package 1 Package 3

URC7208_0110 URC7210_0110

URC7208-1_0110 (Reply Card) URC7210-1_0110 (Reply Card)

Enclosed for review by your Department is a copy of the above-captioned advertising. The forms are new and are not

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intended to replace any previously approved forms. They will be used with appropriate approved forms in your state.

These are lead generating letters that will be sent to prospects prior to them turning 65 to obtain a free copy of "A Guide To Health Insurance For People With Medicare", created by the Centers of Medicare and Medicaid Services and the National Association of Insurance Commissioners. The prospects we will be mailing to are from a prospecting mailing list. The prospect could receive up to three letters if they don't respond to the first or second letter.

When the recipient returns the card for the booklet, an agent will contact them to solicit our Medicare Supplement insurance. There are two statements on the letter and reply card informing the recipient an agent will contact them. One of those also indicates this is a solicitation of insurance.

We request that any wording such as "Sample J. Sample" and the phone number in brackets be considered variable. We have also enclosed a Memorandum of Variable Material describing the other variable item.

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
sp

Company and Contact

Filing Contact Information

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

Filing Company Information

United of Omaha Life Insurance Company
Mutual of Omaha Plaza
Omaha, NE 68175
CoCode: 69868
Group Code: 261
Group Name:
State of Domicile: Nebraska
Company Type: Life Insurance
State ID Number:

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(402) 351-6420 ext. [Phone] FEIN Number: 47-0322111

Filing Fees

Fee Required? Yes
Fee Amount: \$300.00
Retaliatory? No
Fee Explanation: \$50. each
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$300.00	03/08/2010	34669949

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	03/25/2010	03/25/2010

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Disposition

Disposition Date: 03/25/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	URC7208_0110 MOV	Filed	Yes
Supporting Document	URC7209_0110 MOV	Filed	Yes
Supporting Document	URC7210_0110 MOV	Filed	Yes
Form	Letter	Filed	Yes
Form	reply card	Filed	Yes
Form	letter	Filed	Yes
Form	reply card	Filed	Yes
Form	letter	Filed	Yes
Form	reply card	Filed	Yes

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Form Schedule

Lead Form Number: URC7208_0110

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/25/2010	URC7208_0110	Advertising Letter		Initial			URC7208_01 10_Brackets. pdf
Filed 03/25/2010	URC7208-1_0110	Advertising reply card		Initial			URC7208_01 10_Brackets. pdf
Filed 03/25/2010	URC7209_0110	Advertising letter		Initial			URC7209_01 10_Brackets. pdf
Filed 03/25/2010	URC7209-1_0110	Advertising reply card		Initial			URC7209_01 10_Brackets. pdf
Filed 03/25/2010	URC7210_0110	Advertising letter		Initial			URC7210_01 10_Brackets. pdf
Filed 03/25/2010	URC7210-1_0110	Advertising reply card		Initial			URC7210_01 10_Brackets. pdf

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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: URC7208_0110 MOV Comments: Attachment: URC7208_0110 MOV.pdf	Filed	03/25/2010

	Item Status:	Status Date:
Satisfied - Item: URC7209_0110 MOV Comments: Attachment: URC7209_0110 MOV.pdf	Filed	03/25/2010

	Item Status:	Status Date:
Satisfied - Item: URC7210_0110 MOV Comments: Attachment: URC7210_0110 MOV.pdf	Filed	03/25/2010

VARIABLE MATERIAL FOR ADVERTISING FORM URC7208_0110

The following information in the aforementioned advertisement is bracketed to denote variable material.

<u>Section</u>	<u>Explanation</u>
FOR [Sample A. Sample] - Under "IMPORTANT NOTICE", Upper right of letter.	Will insert recipient's name for personalization purposes.
Dear [Sample J. Sample] - opening of letter	Will insert recipient's name for personalization purposes.
[Agent Name] [Agent Title]	Insert a licensed Mutual of Omaha Agent name and approved title.
Or visit [www.mutualmedsupp.com] - Located bottom center of request card	An approved Mutual of Omaha web site for the lead generation and rate quote pages would be inserted and could change for tracking purposes based on campaigns. One of the following will be inserted: 1) "Or visit [www.mutualmedsupp.com]" for Lead Generation: By going to this page, the consumer will enter contact information (Name, Address, Phone, e-mail address, etc.) that will be passed on to an agent. 2) "Or visit us on-line For a Rate Quote TODAY at [www.medicare supplement rates.com]" for rate quote: On the rate quote page, the consumer will receive a quote based on demographic (age, gender, and zip code) information they have entered. The quotes are standard non-tobacco rates. If the consumer is still interested in obtaining a policy, they will be linked to a page to submit contact information that will be passed on to an agent.
Graphic of Guide - Located on the right-hand corner of request card	Graphic will be switched yearly to current cover of Guide

VARIABLE MATERIAL FOR ADVERTISING FORM URC7209_0110

The following information in the aforementioned advertisement is bracketed to denote variable material.

<u>Section</u>	<u>Explanation</u>
FOR [Sample A. Sample] - Under "IMPORTANT NOTICE", Upper right of letter.	Will insert recipient's name for personalization purposes.
Dear [Sample J. Sample] - opening of letter	Will insert recipient's name for personalization purposes.
[Agent Name] [Agent Title]	Insert a licensed Mutual of Omaha Agent name and approved title.
Or visit [my.mutualmedsupp.com] - Located bottom center of request card	<p>An approved Mutual of Omaha web site for the lead generation and rate quote pages would be inserted and could change for tracking purposes based on campaigns. One of the following will be inserted:</p> <p>1) "Or visit [my.mutualmedsupp.com]" for Lead Generation: By going to this page, the consumer will enter contact information (Name, Address, Phone, e-mail address, etc.) that will be passed on to an agent.</p> <p>2) "Or visit us on-line For a Rate Quote TODAY at [www.medicare supplement rates.com]" for rate quote: On the rate quote page, the consumer will receive a quote based on demographic (age, gender, and zip code) information they have entered. The quotes are standard non-tobacco rates.</p> <p>If the consumer is still interested in obtaining a policy, they will be linked to a page to submit contact information that will be passed on to an agent.</p>
Graphic of Guide - Located on the right-hand corner of request card	Graphic will be switched yearly to current cover of Guide

VARIABLE MATERIAL FOR ADVERTISING FORM URC7210_0110

The following information in the aforementioned advertisement is bracketed to denote variable material.

Section

Explanation

Dear [Sample J. Sample]
- opening of letter

Will insert recipient's name for personalization purposes.

[Agent Name]
[Agent Title]

Insert a licensed Mutual of Omaha Agent name and approved title.

Or visit [your.mutualmedsupp.com]
- Located bottom center of request card

An approved Mutual of Omaha web site for the lead generation and rate quote pages would be inserted and could change for tracking purposes based on campaigns. One of the following will be inserted:

1) "Or visit [your.mutualmedsupp.com]"

for Lead Generation:

By going to this page, the consumer will enter contact information (Name, Address, Phone, e-mail address, etc.) that will be passed on to an agent.

2) "Or visit us on-line For a Rate Quote TODAY at [www.medicare supplement rates.com]"

for rate quote:

On the rate quote page, the consumer will receive a quote based on demographic (age, gender, and zip code) information they have entered. The quotes are standard non-tobacco rates.

If the consumer is still interested in obtaining a policy, they will be linked to a page to submit contact information that will be passed on to an agent.

Graphic of Guide
- Located on the right-hand corner of request card

Graphic will be switched yearly to current cover of Guide