

SERFF Tracking Number: MUTM-126534831 State: Arkansas
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 45171
 Company Tracking Number: ASHLEY COPENHAVER
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
 Standard Plans 2010
 Product Name: Medicare Supplement Advertising - UC7493
 Project Name/Number: Medicare Supplement Advertising/UC7493

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - UC7493 SERFF Tr Num: MUTM-126534831 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 45171

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: ASHLEY COPENHAVER State Status: Filed-Closed

Filing Type: Advertisement

Author: Ashley Copenhaver
 Date Submitted: 03/10/2010
 Reviewer(s): Stephanie Fowler
 Disposition Date: 03/25/2010
 Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: UC7493

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 03/25/2010

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 03/25/2010

Created By: Ashley Copenhaver

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Ashley Copenhaver

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

Medicare Supplement Advertising

UC7493

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

SERFF Tracking Number: MUTM-126534831 State: Arkansas
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TOI: MS081 Individual Medicare Supplement - Sub-TOI: MS081.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - UC7493
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intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

This is a "print advertisement" which can be used in a variety of print formats including, but not limited to a flyer, poster, table top ad, mailer, postcard or brochure. It may be printed in color or black and white and the size may vary based on its use. Any change in size will not affect the content of this advertisement.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

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 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

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	

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Filing Fees

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	03/10/2010	34757376

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Correspondence Summary

Dispositions

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

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Disposition

Disposition Date: 03/25/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Be Happy with Your Medicare Supplement Insurance

A Medicare supplement plan helps you pay Medicare's deductibles and co-payments.

Plus, you:

- Keep your doctors and health care providers
- See specialists without referrals
- Enjoy guaranteed renewable coverage for life
- Don't pay a policy fee with our plan

Find out how happy you can be with a United of Omaha Life Insurance Company Medicare supplement insurance policy.

Call today for more information and your free personalized premium quote.

[Line 1]

[Line 2]

[Line 3]

[Line 4]



We've got you covered. **GO PLAY!**



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY

This is a solicitation of insurance and an insurance agent will contact you by telephone.

Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program. Medicare supplement insurance policy forms UM20, UM21, UM22, UM23, UM24 or state equivalent are underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. This insurance has exclusions, limitations and reductions. United of Omaha Life Insurance Company is licensed nationwide except in NY.

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Memorandum of Variability	Filed-Closed	Date: 03/25/2010
Comments:		
Attachment: UC7493 (MoV).pdf		

VARIABLE MATERIAL FOR ADVERTISING FORM

UC7493

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

Section	Explanation
[Line 1]	Either the Agency Name or the Agent's Name will appear.
[Line 2]	Any one of the following variables relating to the agent may appear: Agency Name, Agent Name, Address, City/State, Telephone, Cell Phone, Toll-Free Number or E-Mail Address .
[Line 3]	Any one of the following variables relating to the agent may appear: Agency Name, Agent Name, Address, City/State, Telephone, Cell Phone, Toll-Free Number or E-Mail Address .
[Line 4]	Any one of the following variables relating to the agent may appear: Agency Name, Agent Name, Address, City/State, Telephone, Cell Phone, Toll-Free Number or E-Mail Address .

PLEASE NOTE: The variable sections of this form are set-up by the Home Office to assure that the correct information is printed.