

SERFF Tracking Number: MUTM-126565249 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 45302
Company Tracking Number: KAREN HOWLAND
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - AFN41841_0110
Project Name/Number: Medicare Supplement Advertising/AFN41841_0110

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - AFN41841_0110 SERFF Tr Num: MUTM-126565249 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed State Tr Num: 45302

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: KAREN HOWLAND State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Rosalind Minor

Author: Karen Howland Disposition Date: 04/01/2010

Date Submitted: 03/30/2010 Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: AFN41841_0110

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 04/01/2010

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: 04/01/2010

Created By: Karen Howland

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Karen Howland

Filing Description:

NAIC #: 261-69868

FEIN #: 47-0322111

United of Omaha Life Insurance Company

Medicare Supplement Advertising

E-mails: AFN41841_0110 & AFN41854_0110

Enclosed for review by your Department is a copy of the above-captioned advertising. The forms are new and are not intended to replace any previously approved forms. They will be used with appropriate approved forms in your state.

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These advertisements are e-mails sent to potential Medicare Supplement customers. The e-mails will lead the customer to an approved Medicare landing page to get in contact with an agent. The subject line is variable (all options listed on the Memorandum of Variability).

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

kh

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
(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:

SERFF Tracking Number: MUTM-126565249 State: Arkansas
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Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation:
Per Company: No

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|--|----------|----------------|---------------|
| United of Omaha Life Insurance Company | \$100.00 | 03/30/2010 | 35268102 |

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Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------|------------------|------------|----------------|
| Filed | Stephanie Fowler | 04/01/2010 | 04/01/2010 |

SERFF Tracking Number: MUTM-126565249 *State:* Arkansas
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Disposition

Disposition Date: 04/01/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: AFN41841_0110

| Schedule Item | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|---------------------|---------------|-------------|-----------|---------|----------------------|-------------|-------------------|
| Filed 04/01/2010 | AFN41841_0110 | Advertising | E-Mail Ad | Initial | | 0.000 | AFN41841_0110.pdf |
| Filed 04/01/2010 | AFN41854_0110 | Advertising | E-Mail Ad | Initial | | 0.000 | AFN41854_0110.pdf |

[View as a web page >>](#)

MUTUAL of OMAHA



Medicare Supplement Insurance

This is a solicitation of insurance. By responding, you are requesting a licensed insurance agent to contact you.

Receive the answers to your questions about Medicare Supplement.

We would like to send you this "Guide to Health Insurance for People with Medicare" booklet, compliments of United of Omaha Life Insurance Company. Within the pages of this fact-filled booklet, you'll find important information that can make all the difference in the months and years ahead.

Don't wait. Because the more you know about Medicare and Medicare supplement insurance now, the better prepared you'll be.

You are under no obligation whatsoever in accepting a complimentary copy of this booklet. But we can't give it to you until you [ask for it](#).



Medicare Guide booklet information covers:

- Differences of Medicare Supplement plans
- How to choose a plan that best fits your needs
- Expected cost of each plan
- And Much More

[Request Your Copy Today >>](#)

? Call **[(800) 931-7193]** for more information on [Medicare Supplement](#)

Underwritten by: United of Omaha Life Insurance Company, a Mutual of Omaha Company
Mutual of Omaha Plaza | Omaha, NE 68175

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 (in ID, UM20-21698, UM23-21699, UM24-21700; in NC, UM20-21719NC, UM23-21720NC, UM24-21721NC; in OK, UM20-21746, UM23-21747, UM24-21748; in OR, UM20-21610, UM23-21613, UM24-21614; in TX, UM20-21760, UM23-21761, UM24-21762; in WI, UM25) or state equivalent are underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. These policies have exclusions, limitations and reductions. An outline of coverage is available upon request. United of Omaha Life Insurance Company is licensed nationwide except NY. There is no cost or obligation for this booklet. In some states, if you receive Medicare benefits because of a disability, you may apply for a Medicare supplement insurance policy (Plan A in TX) regardless of your age. In NC, premiums are based on attained age, which means they increase each year with age. Premiums may also change based on your class. The Guide to Health Insurance for People with Medicare is also available from your state Department of Insurance or the Centers of Medicare and Medicaid Services.

If you no longer wish to receive information from United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175 please [click here](#) to send a blank e-mail and unsubscribe from this list.

[View as a web page >>](#)

MUTUAL of OMAHA



Medicare Supplement Insurance

This is a solicitation of insurance. By responding, you are requesting a licensed insurance agent to contact you.

Receive the answers to your questions about Medicare Supplement.

We would like to send you this "Guide to Health Insurance for People with Medicare" booklet, compliments of United of Omaha Life Insurance Company. Within the pages of this fact-filled booklet, you'll find important information that can make all the difference in the months and years ahead.



Medicare Guide

Medicare Guide booklet information covers:

- Differences of Medicare Supplement plans
- How to choose a plan that best fits your needs
- Expected cost of each plan
- And Much More

[Request Your Copy Today >>](#)

Don't wait. Because the more you know about Medicare and Medicare supplement insurance now, the better prepared you'll be.

You are under no obligation whatsoever in accepting a complimentary copy of this booklet. But we can't give it to you until you [ask for it](#).

To schedule an appointment call [\(800\) 931-7230](tel:800-931-7230) or [request more information >>](#)

Underwritten by: United of Omaha Life Insurance Company
Mutual of Omaha Plaza | Omaha, NE 68175

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Medicare supplement insurance policy forms UM20, UM21, UM22, UM23, UM24 (in ID, UM20-21698, UM23-21699, UM24-21700; in NC, UM20-21719NC, UM23-21720NC, UM24-21721NC; in OK, UM20-21746, UM23-21747, UM24-21748; in OR, UM20-21610, UM23-21613, UM24-21614; in TX, UM20-21760, UM23-21761, UM24-21762; in WI, UM25) or state equivalent are underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. These policies have exclusions, limitations and reductions. An outline of coverage is available upon request. United of Omaha Life Insurance Company is licensed nationwide except NY. There is no cost or obligation for this booklet. In some states, if you receive Medicare benefits because of a disability, you may apply for a Medicare supplement insurance policy (Plan A in TX) regardless of your age. In NC, premiums are based on attained age, which means they increase each year with age. Premiums may also change based on your class. The Guide to Health Insurance for People with Medicare is also available from your state Department of Insurance or the Centers of Medicare and Medicaid Services.

If you no longer wish to receive information from United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175, please [click here](#) to send a blank e-mail and unsubscribe from this list.

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Supporting Document Schedules

| | Item Status: | Status Date: |
|---|--------------|-----------------|
| Satisfied - Item: Memorandum of Variability - AFN41841_0110 | Filed | 04/01/2010 |

Comments:

Attachment:

AFN41841_0110 (MoV).pdf

| | Item Status: | Status Date: |
|---|--------------|-----------------|
| Satisfied - Item: Memorandum of Variability - AFN41854_0110 | Filed | 04/01/2010 |

Comments:

Attachment:

AFN41854_0110 (MoV).pdf

**VARIABLE MATERIAL FOR ADVERTISING FORM
AFN41841_0110**

| | |
|--|--|
| <p>Subject Line – The subject line for the e-mail will be one of the following choices.</p> <p>The “Final Notice” lines will only be used if it is the last Medicare email that the consumer will receive with this mailing.</p> | <ol style="list-style-type: none"> 1. Receive a Medicare Supplement Booklet 2. Questions about Medicare (N/A in TX) 3. The importance of Medicare Supplement Coverage 4. Looking for Medicare Supplement 5. Pick the Medicare Supplement Insurance plan that’s best for you 6. Find your Medicare Supplement Insurance Plan 7. United of Omaha Medicare Supplement Insurance 8. Final notice – Receive a Medicare Supplement Booklet (N/A in TX) 9. Final notice – Questions about Medicare (N/A in TX) |
| <p>To: - The address line for the recipient.</p> | <p>This will contain the email address of the recipient.</p> |
| <p>From: - The address line for the sender.</p> | <p>This will read as “United of Omaha Life Insurance Company”</p> |
| <p>Graphic of Guide</p> | <p>Switch graphic yearly to current cover of Guide</p> |
| <p><u>View as a web page >></u></p> | <p>Opens up email in a browser. All of the content of the page appears the same.</p> |
| <p><u>Learn More</u> <u>Request Your Copy Today</u> <u>Medicare Supplement</u> <u>ask for it</u></p> | <p>All of these links will take customer to AFN40101-482_0110 or to the Mutual of Omaha website.</p> |

**VARIABLE MATERIAL FOR ADVERTISING FORM
AFN41854_0110**

| | |
|--|--|
| <p>Subject Line – The subject line for the e-mail will be one of the following choices.</p> <p>The “Final Notice” lines will only be used if it is the last Medicare email that the consumer will receive with this mailing.</p> | <ol style="list-style-type: none"> 1. Receive a Medicare Supplement Booklet 2. Questions about Medicare (N/A in TX) 3. The importance of Medicare Supplement Coverage 4. Looking for Medicare Supplement 5. Pick the Medicare Supplement Insurance plan that’s best for you 6. Find your Medicare Supplement Insurance Plan 7. United of Omaha Medicare Supplement Insurance 8. Final notice – Receive a Medicare Supplement Booklet (N/A in TX) 9. Final notice – Questions about Medicare (N/A in TX) |
| <p>To: - The address line for the recipient.</p> | <p>This will contain the email address of the recipient.</p> |
| <p>From: - The address line for the sender.</p> | <p>This will read as “United of Omaha Life Insurance Company”</p> |
| <p>Graphic of Guide</p> | <p>Switch graphic yearly to current cover of Guide</p> |
| <p><u>View as a web page >></u></p> | <p>Opens up email in a browser. All of the content of the page appears the same.</p> |
| <p><u>Learn More</u> <u>Request Your Copy Today</u> <u>Medicare Supplement</u> <u>ask for it</u></p> | <p>All of these links will take customer to AFN40101-482_0110 or to the Mutual of Omaha website.</p> |