

SERFF Tracking Number: UHLC-126559538 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 45326  
Company Tracking Number: MPAD2010  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: Medicare Supplement  
Project Name/Number: MIPPA Print AD Info Letter/MPAD2010

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: UHLC-126559538 State: Arkansas  
TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 45326  
Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: MPAD2010 State Status: Filed-Closed  
Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
Author: Michelle Ambach Disposition Date: 04/01/2010  
Date Submitted: 04/01/2010 Disposition Status: Filed-Closed  
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: MIPPA Print AD Info Letter  
Project Number: MPAD2010  
Requested Filing Mode: Informational  
Explanation for Combination/Other:  
Submission Type: New Submission  
Overall Rate Impact:  
Filing Status Changed: 04/01/2010

Status of Filing in Domicile: Pending  
Date Approved in Domicile:  
Domicile Status Comments:  
Market Type: Group  
Group Market Size: Large  
Group Market Type: Association  
Explanation for Other Group Market Type:  
State Status Changed: 04/01/2010  
Created By: Michelle Ambach  
Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Michelle Ambach

Filing Description:

Please see the attached letter for additional information on this filing.

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director  
680 Blair Mill Rd.  
Horsham, PA 19044

Susan\_J\_Cipollo@uhc.com  
215-902-8444 [Phone]  
215-902-8813 [FAX]

### Filing Company Information

SERFF Tracking Number: UHLC-126559538 State: Arkansas  
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 UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut  
 450 Columbus Boulevard Group Code: 707 Company Type: Life and Health  
 PO Box 150450 Group Name: State ID Number:  
 Hartford, CT 06115-0450 FEIN Number: 36-2739571  
 (860) 702-5000 ext. [Phone]

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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? No  
 Fee Explanation: State required filing fee  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	04/01/2010	35311958

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## Correspondence Summary

### Dispositions

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

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## **Disposition**

Disposition Date: 04/01/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Letter of explanation concerning filing	Filed	Yes

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## Supporting Document Schedules

	Item Status:	Status
<b>Satisfied - Item:</b> Letter of explanation concerning filing	Filed	<b>Date:</b> 04/01/2010
<b>Comments:</b>		
<b>Attachment:</b> AR MIPPA INFO LETTER.pdf		



# UnitedHealth Group

UnitedHealth Group  
P.O. Box 130 Montgomeryville PA 18936

April 1, 2010

**RE: UnitedHealthcare Insurance Company**  
AARP Medicare Supplement Advertising Material Filing  
Marketing Advertising Materials  
NAIC No: 0707-79413  
Informational Filing  
File No: MPAD2010

Dear Commissioner:

The following advertising materials listed below were approved by the Department for use with currently approved standard Medicare supplement plans. We wish to secure the Departments approval for use of these advertisements with the recently filed and approved certificates which will be effective June 1, 2010. No change has been made to the content of the advertisements.

<u>File Number</u>	<u>Date Approved</u>	<u>DOI File Number</u>
AS2512ST,et al	1/27/2010	44484
AS2513ST	1/28/2010	44549
AS2518ST (12/09)	1/28/2010	44533
AS2505 (12/09), et al	2/2/2010	44574
AS2528ST	1/27/2010	44497
TV250ST, et al	12/16/2009	44016
WB25123ST	1/5/2010	44274
AS710 (3/09),et al	5/20/2009	42299
AS712 (3/09), et al	5/20/2009	42297
AS713 (3/09), et al	5/20/2009	42298
AS2504ST (11/09)	1/11/2010	44436

These materials will be utilized with the following materials:

**Approved 11/5/09 under St. Tr # 43459**

UnitedHealthcare Insurance Company  
NAIC No. 0707-79413  
Group Accident and Health Insurance

Standardized Medicare Supplement Certificates: MDA 0001 – MDN 0007 (Mass Marketed)  
Standardized Medicare Supplement Certificates: MAA 0010 – MAN 0016 (Agent Sales only)  
Standardized Medicare Select Certificate: MDSC 0008, MDSF 0009 (Mass Marketed)  
Standardized Medicare Select Certificate: MASC 0017, MASF 0018 (Agent Sales only)  
Plan Benefit Tables: BT25 – BT33  
BT002 ST AB, CF, KLN  
BT002 ST CCSelect,  
BT002 ST FFSelect  
Plan Overviews: POV3, POV4  
Rules & Disclosures: RD4, RD5  
Premium Rate Pages: MRP0001 (Med Supp), MRP0002 (Med Select) - - (All Non-Agent Marketing Channels)

MRP0003 (Med Supp), MRP0004 (Med Select) - - (All Marketing Channels)  
Medicare Select Plan of Operation: PO3

**Approved 11/13/09 under St. Tr. # 43696**

Enrollment Applications: M75146IMMMAR01 01B, et al

The definitions, disclosures, eligibility requirements, exclusions, limitations, Group Policy Form No. GRP 79171 GPS-1, as well as, the statement, "...not connected with, or endorsed by, the U.S. Government or the federal Medicare program," can be found in BA25014AR which was approved by your Department on 11/3/09 under State Tracking Number 43646.

We look forward to your prompt acknowledgment of this filing. If you have any further questions you can contact me at 215/902-8444. If you prefer, you may also send a facsimile to me at Fax: 215/902-8813 or send an email to [Susan\\_J\\_Cipollo@uhc.com](mailto:Susan_J_Cipollo@uhc.com).

Sincerely,



Susan J. Cipollo  
Director, Marketing Compliance

SJC:mca