

SERFF Tracking Number: UHLC-126578300 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 45405  
Company Tracking Number: AS2555ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: Medicare Supplement  
Project Name/Number: Print Advertisement/AS2555ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: UHLC-126578300 State: Arkansas  
TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed- Closed State Tr Num: 45405  
Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: AS2555ST State Status: Filed-Closed  
Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
Author: Michelle Ambach Disposition Date: 04/13/2010  
Date Submitted: 04/13/2010 Disposition Status: Filed-Closed  
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: Print Advertisement Status of Filing in Domicile: Pending  
Project Number: AS2555ST Date Approved in Domicile:  
Requested Filing Mode: Review & Approval Domicile Status Comments:  
Explanation for Combination/Other: Market Type: Group  
Submission Type: New Submission Group Market Size: Large  
Overall Rate Impact: Group Market Type: Association  
Filing Status Changed: 04/13/2010 Explanation for Other Group Market Type:  
State Status Changed: 04/13/2010  
Deemer Date: Created By: Michelle Ambach  
Submitted By: Michelle Ambach Corresponding Filing Tracking Number:

Filing Description:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is new and does not replace material previously approved by the Department.

These Invitations to Inquire are Medicare Supplement Advertisement. The Policy Form Number GRP79171 GPS-1 appears on the enclosed advertisements under the Legal Disclosure/Disclaimer paragraph. A previously approved BRC will be used with AS2556ST, AS2557ST, AS2558ST, AS2560ST, AS2561ST and AS2562ST.

Final production of the enclosed advertising will show the component number on the bottom left hand corner of the Print

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Ad.

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director Susan\_J\_Cipollo@uhc.com  
 680 Blair Mill Rd. 215-902-8444 [Phone]  
 Horsham, PA 19044 215-902-8813 [FAX]

### Filing Company Information

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: \$400.00  
 Retaliatory? No  
 Fee Explanation: 8 x \$50.00= \$400.00  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$400.00	04/13/2010	35589572

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/13/2010	04/13/2010

*SERFF Tracking Number:* UHLC-126578300      *State:* Arkansas  
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*Product Name:* Medicare Supplement  
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## **Disposition**

Disposition Date: 04/13/2010

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>Form</b>	PRINT ADVERTISEMEENT	Filed	Yes
<b>Form</b>	PRINT ADVERTISEMEENT	Filed	Yes
<b>Form</b>	PRINT ADVERTISEMEENT	Filed	Yes
<b>Form</b>	PRINT ADVERTISEMEENT	Filed	Yes
<b>Form</b>	PRINT ADVERTISEMEENT	Filed	Yes
<b>Form</b>	PRINT ADVERTISEMEENT	Filed	Yes
<b>Form</b>	PRINT ADVERTISEMEENT	Filed	Yes
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## Form Schedule

### Lead Form Number: AS2555ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 04/13/2010	AS2555ST	Advertising	PRINT ADVERTISMEENT	Initial		45.000	AS2555ST.pdf
Filed 04/13/2010	AS2556ST	Advertising	PRINT ADVERTISMEENT	Initial		45.000	AS2556ST.pdf
Filed 04/13/2010	AS2557ST	Advertising	PRINT ADVERTISMEENT	Initial		45.000	AS2557ST.pdf
Filed 04/13/2010	AS2558ST	Advertising	PRINT ADVERTISMEENT	Initial		45.000	AS2558ST.pdf
Filed 04/13/2010	AS2559ST	Advertising	PRINT ADVERTISMEENT	Initial		45.000	AS2559ST.pdf
Filed 04/13/2010	AS2560ST	Advertising	PRINT ADVERTISMEENT	Initial		45.000	AS2560ST.pdf
Filed 04/13/2010	AS2561ST	Advertising	PRINT ADVERTISMEENT	Initial		45.000	AS2561ST.pdf
Filed 04/13/2010	AS2562ST	Advertising	PRINT ADVERTISMEENT	Initial		45.000	AS2562ST.pdf

# Get up, get out and enjoy life.



**AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, help complete your Medicare coverage so you can focus on what you love.**

Like all other Medicare supplement plans, you'll know:

- You have help covering some expenses Medicare doesn't pay
- You can keep the doctors you trust who accept Medicare

Join over 2.8 million\* people who have already enrolled in an AARP Medicare Supplement Plan.



**Call toll-free: 1-XXX-XXX-XXXX,  
code XXX (XXX for TTY)**

**AARP® Medicare Supplement Plans**  
insured by **UnitedHealthcare  
Insurance Company**

\*Based on 2008 UnitedHealthcare Insurance Company Internal Data. <https://www.aarphealthcare.com/statistics>

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company pays a royalty to AARP for use of the AARP intellectual property. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents).

**Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.**

Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors.

**This is a solicitation of insurance. An agent/producer may contact you.**

AS2555ST

# Get up, get out and enjoy life.

**AARP® Medicare Supplement Insurance Plans help complete your Medicare coverage so you can focus on what you love.**



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# Get up, get out and enjoy life.

AARP® Medicare Supplement Insurance Plans,  
insured by UnitedHealthcare Insurance Company,  
help complete your Medicare coverage so you  
can focus on what you love.



**Request your free  
information kit today.**

**Call toll-free: 1-XXX-XXX-XXXX,  
code XXX  
(XXX for TTY)  
or just mail this reply card.**

AS2557ST

Get a free  
information kit  
for yourself  
and a friend.

## Consider the benefits of an AARP Medicare Supplement Insurance Plan.

Like all other Medicare supplement plans, you'll know:

- You have help covering some expenses Medicare doesn't pay
- You can keep the doctors you trust who accept Medicare

Join over 2.8 million\* people who have already enrolled in an AARP Medicare Supplement Plan.



**Call toll-free:  
1-XXX-XXX-XXXX  
(XXX for TTY),  
or just mail  
this reply card.**

**AARP** Medicare Supplement Plans  
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# Get up, get out and enjoy life.

An AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, could have you on your way.



**AARP**® Medicare Supplement Plans  
insured by **UnitedHealthcare**  
Insurance Company

**Request your free  
information kit today.**

**Call toll-free:  
1-XXX-XXX-XXXX,  
code XXX  
(XXX for TTY),  
or just mail this  
reply card.**

## AARP Medicare Supplement Insurance Plans help complete your Medicare coverage so you can focus on what you love.

### Like all other Medicare supplement plans, you'll know:

- You have help covering some of the out-of-pocket costs that Medicare Part B does not pay
- You'll have help paying the Part A deductible (\$XXXX for XXXX)
- You can keep the doctors you trust who accept Medicare
- No referrals are required to see a specialist

### Plus with AARP Medicare Supplement Plans:

- Your plan carries the AARP name
- Over 2.8 million\* AARP members have already enrolled

**Call toll-free: 1-XXX-XXX-XXXX, code XXX to learn more or return the card below.**



**AARP**® Medicare Supplement Plans  
insured by **UnitedHealthcare Insurance Company**

\*Based on 2008 UnitedHealthcare Insurance Company Internal Data. <https://www.aarphealthcare.com/statistics>

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AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

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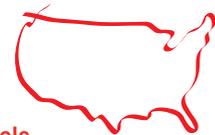
Choose any doctor that  
accepts Medicare



Helps cover some  
expenses Medicare  
doesn't pay



Virtually no claims forms



Insurance travels  
with you in the U.S.

Get an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

As you may know, Medicare pays only about 80% of Part B expenses. The rest is up to you. Medicare supplement plans help you cover some of the Part B expenses Medicare doesn't pay. And you can keep your own doctors.

Find out more about AARP Medicare Supplement Plans—the only Medicare supplement plans endorsed by AARP.

Call toll-free: 1-XXX-XXX-XXXX, code XXX  
(XXX for TTY)

**AARP**® Medicare Supplement Plans  
insured by **UnitedHealthcare**  
Insurance Company

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AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents).

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AS2559ST

## Is Medicare enough? Consider an AARP® Medicare Supplement Insurance Plan.



Choose any doctor that  
accepts Medicare



Helps cover some expenses  
Medicare doesn't pay



Virtually no claims forms



Insurance travels  
with you in the U.S.



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AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

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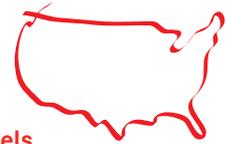
Choose any doctor that  
accepts Medicare



Helps cover some  
expenses Medicare  
doesn't pay



Virtually no claims forms



Insurance travels  
with you in the U.S.

Is Medicare enough? Consider an AARP® Medicare Supplement Insurance Plan,  
insured by UnitedHealthcare Insurance Company.

**Request your free  
information kit today.**

**Call toll-free: 1-XXX-XXX-XXXX,  
code XXX  
(XXX for TTY)  
or just mail this reply card.**

AS2561ST

Get a free  
information kit  
for yourself  
and a friend.

## Get an AARP Medicare Supplement Insurance Plan.

As you may know, Medicare pays only about 80% of Part B expenses. The rest is up to you. Medicare supplement plans help you cover some of the Part B expenses Medicare doesn't pay. And you can keep your own doctors. Find out more about AARP Medicare Supplement Plans insured by UnitedHealthcare Insurance Company — the only Medicare Supplement plans endorsed by AARP.†

**AARP**® | Medicare Supplement Plans  
insured by **UnitedHealthcare  
Insurance Company**



**Call toll-free:  
1-XXX-XXX-XXXX  
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# Is Medicare enough

Consider an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, to help cover some of the expenses that Medicare doesn't pay.



**AARP**® | Medicare Supplement Plans  
insured by UnitedHealthcare  
Insurance Company

**Request your free  
information kit today.**

**Call toll-free: 1-XXX-XXX-XXXX,  
code XXX  
(XXX for TTY),  
or just mail this  
reply card.**

## Medicare pays about 80% of Part B expenses. The rest is up to you.

A lot of people don't realize Medicare pays only about 80% of Part B expenses — which include covered doctor visits, diagnostic tests and other health services. You're responsible for about 20% or more. That means you could wind up spending up to thousands of dollars out of your own pocket.\* Consider an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, to help you cover some of the expenses that Medicare doesn't pay.

To learn more about AARP Medicare Supplement Insurance Plans, call toll-free at 1-XXX-XXX-XXXX or return the card below today.

**AARP** Medicare Supplement Plans  
insured by UnitedHealthcare  
Insurance Company



\*Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare Spending and the Medicare Program, June 2009. <<http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf>> (8 Mar, 2010) pages 63,65.

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