

SERFF Tracking Number: MUTM-126627132 State: Arkansas  
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 45662  
 Company Tracking Number: SHELLY KAIPUST  
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010  
 Standard Plans 2010  
 Product Name: Medicare Supplement Advertising - U8317  
 Project Name/Number: Medicare Supplement Advertising/U8317

## Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - U8317 SERFF Tr Num: MUTM-126627132 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 45662

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: SHELLY KAIPUST State Status: Filed-Closed  
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Veronica Booth, Shelly Kaipust Disposition Date: 05/27/2010

Caipust

Date Submitted: 05/13/2010 Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: Medicare Supplement Advertising

Project Number: U8317

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 05/27/2010

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: 05/27/2010

Created By: Shelly Kaipust

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Shelly Kaipust

Filing Description:

Arkansas Department of Insurance

Attn: Compliance - Life & Health

1200 West Third Street

Little Rock, AR 72201-1904

NAIC #261-69868

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FEIN #47-0322111

United of Omaha Life Insurance Company  
Medicare Supplement Advertising  
Telephone Script: U8317

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

This advertisement is a telephone script that could be used by an agent who has recently mailed a postcard, self-mailer, letter, etc. to set an appointment with a prospecting client.

Your notice of acceptance of this filing would 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](mailto:advfilings@mutualofomaha.com)

SK

## Company and Contact

### Filing Contact Information

Michelle Kaipust, Senior Policy Drafting and Regulatory Assistant  
[shelly.kaipust@mutualofomaha.com](mailto:shelly.kaipust@mutualofomaha.com)  
Regulatory Affairs 402-351-8391 [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	05/13/2010	36487372

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	05/27/2010	05/27/2010

*SERFF Tracking Number:* MUTM-126627132      *State:* Arkansas  
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*Company Tracking Number:* SHELLY KAIPUST  
*TOI:* MS08I Individual Medicare Supplement -      *Sub-TOI:* MS08I.001 Plan A 2010  
Standard Plans 2010  
*Product Name:* Medicare Supplement Advertising - U8317  
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## **Disposition**

Disposition Date: 05/27/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	Telephone Script	Filed	Yes

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 Standard Plans 2010  
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## Form Schedule

**Lead Form Number: U8317**

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 05/27/2010	U8317	Advertising Telephone Script	Initial			U8317 (Appt. Setting Script).pdf

## MEDICARE SUPPLEMENT APPOINTMENT SCRIPT

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(Smile when you dial. It shows)

Good (morning, afternoon, evening) is (Mr./Ms.) (client's name) available?

Hello (Mr./Ms.) (prospect's last name), my name is (agent's name). I am an agent representing United of Omaha Life Insurance Company.

Do you have a minute to talk about your Medicare supplement insurance needs?

IF "YES", you have their permission to continue.

Thank you. I recently mailed a (flyer, letter, postcard or self-mailer) about United of Omaha Life Insurance Company's Medicare supplement plans to you.

Now, I'm following up to ask if you'd like to meet with me so I can answer your questions. I can also tell you how Medicare supplement insurance plans can address your health care expenses that may not be covered by Medicare.

Would (date or time) be good for you or (date or time) be better?

Thank you.

IF "NO":

Would (date or time) be better for you?

IF the response is still "NO":

I can appreciate your reluctance. When you know the facts on Medicare's benefits, you can make an informed decision on supplemental insurance that could help you pay the expenses that may not be covered by Medicare. You are under no obligation to buy a plan from me.

IF the response is still "NO":

Thank you for your time.

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*(The following copy does not need to be read over the phone.)*

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. 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.

**REMEMBER – this is just to schedule an appointment to discuss Medicare supplement, to remain CMS compliant DO NOT initiate a conversation on CMS products, i.e. MA and PDP.**