

SERFF Tracking Number: UHLC-126619988 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 45619
 Company Tracking Number: CA25043ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: Group Medicare Supplement
 Project Name/Number: Print Ad/CA25043ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Group Medicare Supplement SERFF Tr Num: UHLC-126619988 State: Arkansas
 TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed- Closed State Tr Num: 45619
 Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: CA25043ST State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler
 Author: Michelle Ambach Disposition Date: 05/27/2010
 Date Submitted: 05/10/2010 Disposition Status: Filed-Closed
 Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Print Ad Status of Filing in Domicile: Pending
 Project Number: CA25043ST Date Approved in Domicile:
 Requested Filing Mode: File & Use 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: 05/27/2010 Explanation for Other Group Market Type:
 State Status Changed: 05/27/2010
 Deemer Date: Created By: Michelle Ambach
 Submitted By: Michelle Ambach Corresponding Filing Tracking Number:
 Filing Description:
 This Invitation to Inquire is a Medicare Supplement Advertisement. The Policy Form Number GRP79171 GPS-1 appears on CA25043ST. Final production of the enclosed advertising will show the component number on the bottom left hand corner of the Print Ad.

The business reply card, MS2516ST, that will be used with this print ad was previously approved by the Department in 4/28/10 under DOI#45484.

Company and Contact

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Correspondence Summary

Dispositions

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

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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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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	Self Mailer	Filed-Closed	Yes

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Form Schedule

Lead Form Number: CA25043ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 05/27/2010	CA25043S	Advertising	Self Mailer	Initial		45.000	CA25043STfile.pdf

Consider the only Medicare Supplement Insurance that carries the AARP name.



Have recent changes left you without enough health insurance coverage?

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



UnitedHealthcare Insurance Company
P.O. Box 1017
Montgomeryville, PA 18936-1017

<Recipient Name>
<Recipient Address>
<Recipient City>, <State> <Zip>

Consider the only Medicare Supplement Insurance Plan that carries the AARP name.

CA25043ST

YES! Please send me complete information about AARP® Medicare Supplement Insurance Plans, including benefits, costs, eligibility requirements, exclusions and limitations. Or call [1-xxx-xxx-xxxx] code [xxx].

<Membership #>

<Recipient Name>

<Recipient Address>

<Recipient City>, <State> <Zip>

Date of Birth: _____ Medicare (Part B) Effective Date: _____

Phone: _____

E-mail: _____

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

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

AARP does not employ or endorse agents, brokers, producers, representatives or advisors.

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

MS2516ST



Consider the only Medicare Supplement Insurance Plan that carries the AARP name.

Not having enough insurance is unfortunate – fortunately, you have options.

Here's one to consider: an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York, for New York residents). Once you are enrolled in Medicare Parts A and B, a Medicare Supplement Insurance Plan can help pay some of the co-payments and deductibles Medicare doesn't. Those out-of-pocket costs can add up.

An AARP Medicare Supplement Plan may be able to help.

Medicare Supplement plans offer standardized benefits you can rely on. Get the only one that carries the AARP name.

Like all standardized plans, AARP Medicare Supplement Insurance Plans offer:

- Coverage for some or all of the out-of-pocket expenses not paid for by Medicare
- The freedom to choose your own doctor, specialist and hospital that accepts Medicare patients
- Benefits to help with co-payments and deductibles when you see a doctor or go to the hospital

Plus, AARP Medicare Supplement Insurance Plans offer competitive pricing to fit your budget.

Some plans to note are:

- **Plan A**, a basic and competitively priced option
- **Plan C**, which covers Part A and Part B deductibles, as well as skilled nursing facility co-payments
- **Plan F**, a plan which has the benefits of Plan C and covers the difference between doctors' charges and what Medicare approves¹

These plans carry a nationally recognized name.³

It's nice to know that you can choose a plan that carries the AARP name. Find out if one of them is right for you.



Consider a Medicare Supplement plan – it could help you save up to thousands in out-of-pocket expenses.²

To find out more about AARP Medicare Supplement Insurance, call today.

**[1-XXX-XXX-XXXX]
(TTY: 711)**

Monday to Friday, 7 a.m. to 11 p.m.;
Saturday 9 a.m. to 5 p.m. EST

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

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

AARP does not recommend health related products, services, insurance and 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). 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.

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

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

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

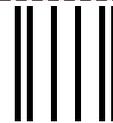
Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

¹ Under Pennsylvania and Ohio law, a physician may not charge or collect fees from Medicare patients which exceed the Medicare-approved Part B charge. In Texas, charges not to exceed any charge limitation established by the Medicare program or state law. In New York, excess charges are limited to 5%. Plan F pays benefits for excess charges when services are rendered in a jurisdiction not having a balance billing law.

² Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2009. <http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf> (8 March, 2010) p. 63,65.

³ The Harris Poll®, December 11, 2008, Harris Interactive Inc. All rights reserved.

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



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

FIRST CLASS MAIL PERMIT NO. 45 LEHIGH VALLEY, PA
STAGE PAID BY ADDRESSEE
UNITEDHEALTHCARE INSURANCE COMPANY
P.O. BOX 25601
LEHIGH VALLEY, PA 18003-9905

