

SERFF Tracking Number: MUTM-126649043 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 45807
Company Tracking Number: JAMIE LUCY
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - AFN42666
Project Name/Number: Long Term Care Advertising/AFN42666

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-126649043 State: Arkansas
AFN42666

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 45807

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: JAMIE LUCY

State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett, Harris
Shearer

Author: Jamie Lucy

Disposition Date: 06/02/2010

Date Submitted: 05/27/2010

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Project Number: AFN42666

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 06/02/2010

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: 06/02/2010

Created By: Jamie Lucy

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Jamie Lucy

Filing Description:

Please see cover letter under the supporting documentation tab.

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com

Consultant

Regulatory Affairs 402-351-2476 [Phone]

Mutual of Omaha Plaza 402-351-5298 [FAX]

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Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance Company	CoCode: 71412	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Health Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6420 ext. [Phone]	FEIN Number: 47-0246511	

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	05/27/2010	36859692

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	06/02/2010	06/02/2010

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Disposition

Disposition Date: 06/02/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	cover letter		Yes
Form	Letter		Yes

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Form Schedule

Lead Form Number: AFN42666

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	AFN42666	Advertising Letter	Initial		0.000	AFN42666 - LTC-National.pdf



There's No Place Like Home

Dear [Prospect Name],

Your home is the center of your life. It's where your kids grew up. And it's where they'll keep coming for family dinners and holiday get-togethers. Your home is where you're most comfortable. And it's where you plan to stay.

If you're like most people, you don't want to live in a nursing home. Did you know a long-term care insurance policy actually may help keep you out of a nursing home by allowing you to get the care you need right in your own home?

You also may be eligible to receive preferential rates on a long-term care insurance policy, thanks to the agreement between Mutual of Omaha Insurance Company and [Association Name].

Let me show you how a long-term care insurance policy from Mutual of Omaha Insurance Company can help you stay at home so you can continue living life on your own terms. Contact me today. I'll be happy to provide a no-cost assessment of your long-term care needs. And as always, there's no obligation to buy.

[AGENT NAME]
[PHONE NUMBER]
[ADDRESS]
[CITY, STATE, ZIP]
[E-MAIL ADDRESS]
[WEBSITE ADDRESS]

P.S.: Some people mistakenly believe long-term care insurance is too expensive. Many of our customers tell us that a policy turned out to be more affordable than they thought. Be sure to ask me about a variety of premium allowances that can significantly lower your cost.

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175-0001. Policy forms: LTC09M-AG (or state equivalent). In ID, LTC09M-AG-ID; in OK, LTC09M-AG-OK; in OR, LTC09M-AG-OR; in PA: LTC09M-AG-PA; in WA, LTC09M-AG-WA. These policies have exceptions and limitations. Coverage may vary by state. For costs and complete details of coverage, call or write your insurance agent (in WA, producer) or the company. This is a solicitation of insurance. An insurance agent (in WA, producer) may contact you by telephone to provide additional information.

An insurance agent will contact you.

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Supporting Document Schedules

Item Status:

Status

Date:

Satisfied - Item: cover letter

Comments:

Attachment:

AR Letter - Appk.pdf

MUTUAL OF OMAHA INSURANCE COMPANY

Mutual of Omaha Plaza, Omaha, NE 68175, 402-342-7600



May 27, 2010

Arkansas Department of Insurance
Attn: Compliance - Life & Health
1200 West Third Street
Little Rock, AR 72201-1904

NAIC #261-71412
FEIN #47-0246511
Mutual of Omaha Insurance Company
Long-Term Care Advertising
AFN42666

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 forms in your state.

We request that any information in brackets be considered variable.

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

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