

SERFF Tracking Number: MUTM-126677223 State: Arkansas  
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 45954  
Company Tracking Number: KAREN HOWLAND  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: Long-Term Care Advertising - AFN42657  
Project Name/Number: Long-Term Care Advertising/AFN42657

## Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long-Term Care Advertising - SERFF Tr Num: MUTM-126677223 State: Arkansas  
AFN42657

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 45954

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: KAREN HOWLAND

State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett

Author: Karen Howland

Disposition Date: 07/26/2010

Date Submitted: 06/15/2010

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: Long-Term Care Advertising

Status of Filing in Domicile:

Project Number: AFN42657

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 07/26/2010

Explanation for Other Group Market Type:

State Status Changed: 07/26/2010

Deemer Date:

Created By: Karen Howland

Submitted By: Karen Howland

Corresponding Filing Tracking Number:

Filing Description:

NAIC #261-71412

FEIN #47-0246511

Mutual of Omaha Insurance Company

Long Term Care Advertising

E-Mail Ad: AFN42657

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.

This advertisement is sent out by our agents with the authorization to contact clients via E-mail. It will open exactly as

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shown without having to click on any buttons or links.

The client will be able to request information by selecting the "Contact Me" button that appears in the middle of the e-mail. Once that button is selected it will open a reply E-mail. The subject line will populate i.e. "RE: ADV Plan for Long Term Care". The body will be blank for the customer to write a message to the agent to request information.

If the client does not want to receive any further E-mails, they can opt-out. At the bottom of the E-mail, in the disclosures section, they can click on the agent's E-mail address and a new blank E-mail will appear. This E-mail will have the agent's E-mail address in the "To" line. The subject line will populate with "Opt-out" request. When the E-mail is sent to the agent, it will automatically remove the client from the agent's address book and will not allow the agent to send further E-mails to that person.

Also, we request any information in brackets be considered variable.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Product and Advertising Compliance  
Regulatory Affairs  
For questions, please contact Carly Cole  
Phone: 402-351-2476; Fax: 402-351-5298  
Email: advfilings@mutualofomaha.com

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## 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]  
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

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 Omaha, NE 68175 Group Name: State ID Number:  
 (402) 351-6420 ext. [Phone] FEIN Number: 47-0246511  
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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 #
Mutual of Omaha Insurance Company	\$50.00	06/15/2010	37229194

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	07/26/2010	07/26/2010

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## Disposition

Disposition Date: 07/26/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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**Schedule  
Form**

**Schedule Item  
E-Mail**

**Schedule Item Status Public Access  
Yes**

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## Form Schedule

**Lead Form Number: AFN42657**

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	AFN42657	Advertising	E-Mail	Initial		0.000	afn42657-new.pdf



## A Bright Idea

# There's No Place Like Home



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, your spouse, parents, spouse's parents and adult children 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  
Photo

**[Agent Name]**  
[Phone Number]  
[Contact Me](#)

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.

[Mutual of Omaha Insurance Company](#)  
Mutual of Omaha Plaza | Omaha, NE 68175

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 (in WA, producer) will contact you.

If you no longer wish to receive information from [Email Address] a Mutual of Omaha agent (in WA, producer), please reply to sender with "unsubscribe" in the subject line.