

SERFF Tracking Number: UHLC-126707778 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46130  
 Company Tracking Number: WB25208ST (07/10)  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: Group Medicare Supplement  
 Project Name/Number: Web pages/WB25208ST (07/10)

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Group Medicare Supplement SERFF Tr Num: UHLC-126707778 State: Arkansas  
 TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed- Closed State Tr Num: 46130  
 Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: WB25208ST (07/10) State Status: Filed-Closed  
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
 Author: Michelle Ambach Disposition Date: 07/16/2010  
 Date Submitted: 07/06/2010 Disposition Status: Filed-Closed  
 Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: Web pages Status of Filing in Domicile: Pending  
 Project Number: WB25208ST (07/10) 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: 07/16/2010 Explanation for Other Group Market Type:  
 State Status Changed: 07/16/2010  
 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 invitation to inquire website pages for use in connection with the AARP Medicare Supplement Insurance Plans. This website content will eventually reside on the AARP website at URL: www.AARP.org. This advertisement is new and does not replace any material previously submitted to the Department.

These advertisements will be part of a website which contains information on products and services available to AARP members. The content sought to be approved here represents those pages which invite inquiry concerning insurance plans underwritten by UnitedHealthcare Insurance Company ("UnitedHealthcare"). Also included in this filing is an Important Disclosures page ( form WB25213ST (07/10) ) which discusses products offered through UnitedHealthcare as

SERFF Tracking Number: UHLC-126707778 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46130  
 Company Tracking Number: WB25208ST (07/10)  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: Group Medicare Supplement  
 Project Name/Number: Web pages/WB25208ST (07/10)

well as other insurance carriers. We are seeking approval of only those disclosures which discuss the AARP Medicare Supplement Insurance Plans.

Form WB25208ST (07/10) invites inquiry concerning the AARP Medicare Supplement Insurance Plans insured by UnitedHealthcare. Interested consumers will be able to link to the website [www.aarpmedicareplans.com](http://www.aarpmedicareplans.com), if accessible from your state, in order to receive a personalized quote and apply online. If your state has not yet reviewed and/or approved the content of that UnitedHealthcare managed website, consumers will be directed to call our company via the phone number listed on the form.

Form WB25211ST (07/10) is an electronic business reply card that a consumer can use to request further information concerning the suite of AARP endorsed insurance products. Information will be mailed by the individual insurance providers.

Form WB25214ST (07/10) is the widget that will pop-up when a consumer clicks "Call Me Now" on form WB25208ST (07/10).

## 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  
 185 Asylum Street Group Code: 707 Company Type: Life and Health  
 Hartford, CT 06103 Group Name: State ID Number:  
 (860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

-----

## Filing Fees

Fee Required? Yes  
 Fee Amount: \$200.00  
 Retaliatory? No  
 Fee Explanation: \$50.00X4=\$200.00  
 Per Company: No

SERFF Tracking Number: UHLC-126707778 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46130  
Company Tracking Number: WB25208ST (07/10)  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: Group Medicare Supplement  
Project Name/Number: Web pages/WB25208ST (07/10)

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$200.00	07/06/2010	37756787

SERFF Tracking Number: UHLC-126707778 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46130  
Company Tracking Number: WB25208ST (07/10)  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: Group Medicare Supplement  
Project Name/Number: Web pages/WB25208ST (07/10)

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/16/2010	07/16/2010

*SERFF Tracking Number:* UHLC-126707778      *State:* Arkansas  
*Filing Company:* UnitedHealthcare Insurance Company      *State Tracking Number:* 46130  
*Company Tracking Number:* WB25208ST (07/10)  
*TOI:* MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
*Product Name:* Group Medicare Supplement  
*Project Name/Number:* Web pages/WB25208ST (07/10)

## **Disposition**

Disposition Date: 07/16/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-126707778 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46130  
 Company Tracking Number: WB25208ST (07/10)  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: Group Medicare Supplement  
 Project Name/Number: Web pages/WB25208ST (07/10)

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Webpage	Filed	Yes
Form	Webpage	Filed	Yes
Form	Webpage	Filed	Yes
Form	Webpage	Filed	Yes

SERFF Tracking Number: UHLC-126707778 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46130  
 Company Tracking Number: WB25208ST (07/10)  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: Group Medicare Supplement  
 Project Name/Number: Web pages/WB25208ST (07/10)

## Form Schedule

### Lead Form Number: WB25208ST (07/10)

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 07/16/2010 T (07/10)	WB25208S	Advertising	Webpage	Initial		45.000	WB25208ST (07-10).pdf
Filed 07/16/2010 T (07/10)	WB25211S	Advertising	Webpage	Initial		45.000	WB25211ST (07-10).pdf
Filed 07/16/2010 T (07/10)	WB25213S	Advertising	Webpage	Initial		45.000	WB25213ST (07-10).pdf
Filed 07/16/2010 T (07/10)	WB25214S	Advertising	Webpage	Initial		45.000	WB25214ST (07-10).pdf

**GETTING MY QUESTIONS ANSWERED** **NAVIGATING LIFE CHANGES** **UNDERSTANDING HEALTH PRODUCTS** **MANAGING HEALTH & WELLNESS****AARP BRANDED PRODUCTS****MEDICARE 65+****Medicare Supplement**[MedicareComplete ▶](#)[MedicareRx ▶](#)[Medical Supply Services ▶](#)**INDIVIDUAL HEALTH INSURANCE 50-64**[Essential Premier Health Insurance ▶](#)**OTHER OFFERINGS**[Hospital Indemnity Insurance ▶](#)[Dental Insurance ▶](#)[Long Term Care Insurance ▶](#)[Vision Discounts ▶](#)[Hearing Care Program ▶](#)[Prescription Discounts Program ▶](#)[Health Essentials Catalog ▶](#)[Fitness and Wellness Program ▶](#)**AARP** | **Medicare Supplement Plans**  
insured by UnitedHealthcare Insurance Company[print](#) [email](#)

Medicare Parts A and B help pay for many, but not all, of the costs of hospital and medical care. A Medicare Supplement plan, such as an AARP Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company, can help pay some of the health care costs that Medicare Parts A and B don't cover, like copayments, coinsurance and deductibles for Medicare approved services. Your coverage travels with you throughout the U.S. and there are virtually no claim forms to file. Medicare Supplement Insurance plans also let you keep your own doctors and specialists who accept Medicare patients – *and you never need to get a referral!*

**TELL ME MORE**[View Plans and Pricing](#)[get a quote](#)[apply](#)

AARP Medicare Supplement information <**1-866-524-7865** (TTY: 711)>

Would you like to speak to a licensed insurance agent?

[Call Me Now](#)**AARP MEDICARE RX**

Want to learn more?

[Visit this provider's website](#)**STAY IN TOUCH WITH AARP**

Get AARP member updates, news about events and activities, member benefits and more, right in your inbox.

[Join Now](#)

WB25208ST (07/10)

**Disclosures**

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 or programs. You are strongly encouraged to evaluate your needs.

Not connected with or endorsed by the United States government or the federal Medicare program.

\*Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York Residents). Policy Form Number 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 for complete information including benefits, costs, eligibility requirements, exclusions and limitations.

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.



**AARP BRANDED PRODUCTS**

**MEDICARE 65+**

- Medicare Supplement ▶
- MedicareComplete ▶
- MedicareRx ▶
- Medical Supply Services ▶

**INDIVIDUAL HEALTH INSURANCE 50-64**

- Essential Premier Health Insurance ▶

**OTHER OFFERINGS**

- Hospital Indemnity Insurance ▶
- Dental Insurance
- Long Term Care Insurance ▶
- Vision Discounts ▶
- Hearing Care Program ▶
- Prescription Discounts Program ▶
- Health Essentials Catalog ▶
- Fitness and Wellness Program ▶

## REQUEST INFORMATION

print email

To receive free information from the companies that provide the products below, complete the form or call 1-866-894-6027, ext <TBD>. **Check the box to select.**

Pre Medicare - Age 50-64 and looking for health insurance for you or a loved one?

- AARP® Essential Premier Health Insurance**  
A range of custom-designed, major medical health insurance plans
- AARP® Hospital Indemnity Insurance Plans**  
Supplemental hospital coverage to complement existing insurance

Enrolling in or Already on Medicare

- AARP® Medicare Supplement Insurance Plans\*\***  
Help with some expenses Medicare doesn't pay

Products for Everyone

- AARP® Dental Insurance**  
Individual or family coverage for most dental procedures
- AARP® Fitness and Wellness Program**  
Exclusive savings, discounts and services to help you live a healthier lifestyle
- AARP® Long Term Care Insurance**  
Plans to help protect your retirement needs
- AARP® Vision Discounts**  
Savings on eyewear and eye care nationwide
- AARP® Prescription Discount Program**  
Prescription drug discounts and savings

### Mailing information

*Required fields are marked with an \**

AARP Membership Number:

Medicare (Part B) Effective Date:

\*Date of Birth:

\*First Name:

\*Last Name:

\*Address:

Address Line 2:

\*City:

\*State:

\*ZIP Code:

E-mail Address:

**\*\*Not connected with or endorsed by the U.S. Government or the federal Medicare program.**

reset form

submit

**Disclosures**

AARP Health is a collection of health-related products, services and insurance programs made available by AARP. Neither AARP nor its affiliate is the insurer.

AARP contracts with insurers to make coverage available to AARP members. Insurers and providers pay a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purpose of AARP and its members.

AARP does not recommend health-related products, services, insurance or programs. Insurance products carrying the AARP name are intended to be competitive products and may not be the lowest priced products. You are strongly encouraged to evaluate your needs and compare products.

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

## IMPORTANT DISCLOSURES

print email

AARP Health is a collection of health-related products, services and insurance programs made available by AARP. Neither AARP nor its affiliate is the insurer.

AARP contracts with insurers to make coverage available to AARP members. Insurers and providers pay a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purpose of AARP and its members.

AARP does not recommend health-related products, services, insurance, or programs. Insurance products carrying the AARP name are intended to be competitive products and may not be the lowest priced products. You are strongly encouraged to evaluate your needs and compare products.

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

### DISCLOSURES BY PLAN

#### AARP® Dental Insurance Plan:

The AARP Dental Insurance Plan is insured by **Dentegra Insurance Company** (Policy DIC1230) in AR, AZ, CA, CO, CT, HI, IA, ID, IL, IN, KS, KY, ME, MI, MN, MO, NC, ND, NE, NH, NJ, NM, OH, OK, OR, RI, SC, SD, VA, VT, WA, WI and WY, by **Delta Dental Insurance Company** (Policy DDIC1230) in AK, AL, DC, DE, FL, GA, LA, MD, MS, MT, NV, NY, PA, PR, TN, TX [Policy CC-TX(DELTAUSA8-2004)], UT, VI and WV, and by **Dentegra Insurance Company of New England** (Policy DICNE1230) in MA. For Texas residents your Master Policy Form number is TX-AMD-MC-DPO-D-DC(DELTAUSA1-2005). The plan is administered by **Delta Dental Insurance Company**.

#### \*\*AARP® Essential Premier Health Insurance Plan:

AARP® Essential Premier Health Insurance Plan is the name of the plan underwritten for AARP members by **Aetna Life Insurance Company**. In some states, individuals may qualify as a business group of one and may be eligible for guaranteed issue, small group health plans. These plans are medically underwritten and individuals may be declined coverage in accordance with their health condition.

This material is for informational purposes only. Not all health services are covered. See plan documents for a complete description of benefits, exclusions, limitations and conditions of coverage. Plan features and availability may vary by location and are subject to change.

Policy forms issued in OK include: GR-29/GR-29N.

#### \*\*AARP® Hospital Indemnity Insurance Plans:

These plans are insured by **UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY** for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-2). AARP Hospital Indemnity Insurance Plans provide supplemental health insurance benefits and are not Medicare supplement or major medical plans. All plans may not be available in your state/area. See the information about these Plans for details about benefits, costs, eligibility requirements, exclusions, and limitations.

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

#### \*\*AARP® Long Term Care Insurance:

AARP Long Term Care Insurance is underwritten by **Genworth Life Insurance Company, and in New York, Genworth Life Insurance Company of New York**. Coverage may vary by state and may be offered under Group Policy Number 07101 using policy form 7046 series, Group Policy Number M00001 issued to Trustees of the AARP Insurance Plan using policy form series 7050, or under individual long term care insurance policies 7044 Rev and 7048. Policy form numbers may be followed by the state's two letter abbreviation. For example, 7044FL Rev, 7044PA Rev, 7044TX Rev, 7044VT Rev. Not all policies are available in all states. Complete details of the benefits, cost, limitations and exclusions will be provided to you by a licensed insurance agent/insurance producer or the company. A licensed insurance agent/insurance producer will contact you regarding this solicitation of insurance. **Genworth Life Insurance Company and Genworth Life Insurance Company of New York** are **Genworth Financial companies**.

Sources are available from a licensed insurance agent/insurance producer or the company.

AARP endorses AARP Long Term Care Insurance underwritten by **Genworth Life Insurance Company, and in New York, Genworth Life Insurance Company of New York**. Both companies pay 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. For more information, please go to [http://assets.aarp.org/www.aarp.org/\\_TopicAreas/annual\\_reports/assets/AARPConsolidatedFinancialStatements.pdf](http://assets.aarp.org/www.aarp.org/_TopicAreas/annual_reports/assets/AARPConsolidatedFinancialStatements.pdf).

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

AARP does not recommend health related products, services, insurance or programs. Insurance products carrying the AARP name are intended to be competitive products and may not be the lowest priced products. You are strongly encouraged to evaluate your needs and compare products.

The AARP Insurance Plan ("Trust") is a trust that holds the master group insurance policies. Participants are issued certificates of insurance under the policies. The benefits of participating in an insurance program carrying the AARP name are solely the right to apply for the insurance coverage and ancillary services provided by the program in which you participate. Neither the Trust nor AARP provide insurance or guarantee the benefits offered by the insurer.

Premiums are collected from you on behalf of the trustees of the Trust. These premiums are used to pay expenses incurred by the Trust in connection with the insurance programs and to pay the insurance company for your insurance coverage. Income earned from the investment of premiums while on deposit with the Trust is paid to AARP and used for the general purposes of AARP and its members.

#### AARP® MedicareComplete® Plans and AARP® MedicareComplete® Rx Plans:

These plans are insured by or covered by an affiliate of **UnitedHealthcare Insurance Company**, an MA organization with a Medicare contract. These plans are available to all Medicare beneficiaries, including both members and non-members of AARP.

#### AARP® MedicareRx Plans:

These Medicare Prescription Drug Plans (PDPs) are insured by **UnitedHealthcare Insurance Company or UnitedHealthcare Insurance Company of New York** for New York residents (together called "**UnitedHealthcare**"). **UnitedHealthcare** receives rebates from drug manufacturers that it passes on to its enrollees through reductions in premiums and to Medicare to reduce Medicare program costs. **UnitedHealthcare** contracts with the Federal government as a PDP sponsor. All decisions about prescription drugs are between you and your physician or other health care provider. These plans are available to all Medicare beneficiaries, including both members and non-members of AARP.

#### \*\*AARP® Medicare Supplement Insurance Plans:

These plans are 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. GRP79171 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 all states/areas. See the information about these Plans for details about benefits, costs, eligibility requirements, exclusions, and limitations.

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

#### AARP® Medical Supply Services:

AARP Medical Supply Services are provided by **Prescription Solutions**, the licensed pharmacy approved to provide Medicare-reimbursed medical supplies. Prescription Solutions is an affiliate of **UnitedHealthcare**.

#### AARP® Prescription Discount Program:

The AARP® Prescription Discount Program, provided by Walgreens, provides AARP members access to prescription drugs at a discounted price. The AARP Prescription Discount Program is not prescription drug insurance and is not intended to be a substitute for prescription drug insurance. Members are entitled to discounts on cash prices for all FDA approved drugs. Discounts associated with the Program are only available at participating network pharmacies, including Walgreens Mail Services. The AARP Prescription Discount Program is not a licensed pharmacy and may be discontinued at any time. All decisions about prescription medications are between you and your doctor or other healthcare provider.

#### AARP® Health Essentials Catalog:

Walgreens provides the AARP® Health Essentials Catalog and web site and contracts with third-party vendors to provide related services. AARP does not endorse or recommend specific products. All decisions about medications and dietary supplements are between you and your health care providers.

#### AARP® Vision Discounts:

**EyeMed Vision Care (EyeMed)** is the network administrator of AARP Vision Discounts. **These are not insurance programs and may be discontinued at any time.** These discounts cannot be combined with any other discounts, promotions, coupons, or vision care plans. All decisions about medications and vision care are between you and your health care provider. Products or services that are reimbursable by federal programs including Medicare and Medicaid are not available on a discounted or complimentary basis.

#### AARP® Hearing Program:

HearUSA makes available a network of hearing care providers through which AARP members may access AARP Hearing Program Discounts. This is not insurance and may be discontinued at anytime.

**\*\* The AARP Insurance Plan ("Trust") is a trust that holds the master group insurance policy issued for these plans. Participants are issued certificates of insurance by the insurer under the master group insurance policy. The benefits of participating in an insurance program carrying the AARP name are solely the right to receive the insurance coverage and ancillary services provided by the program. Neither the Trust nor AARP provide insurance or guarantee the benefits offered by the insurer.**

Premiums are collected from participants on behalf of the trustees of the Trust. These premiums are used to pay expenses incurred by the Trust in connection with the insurance programs and to pay the insurance company for your insurance coverage. Income earned from the investment of premiums while on deposit with the Trust is paid to AARP and used for the general purposes of AARP and its members.

[need help?](#)  **SEARCH**[AARP Member Benefits](#) | [Health](#) | [Financial](#) | [Travel](#) | [Discounts](#) | [Insurance](#)[My Account](#) | [Request Information](#) | [Contact Us](#) | [Important Disclosures](#) **GETTING MY QUESTIONS ANSWERED** **NAVIGATING LIFE CHANGES** **UNDERSTANDING HEALTH PRODUCTS** **MANAGING HEALTH & WELLNESS**

## CALL ME NOW ✕

Want to speak to a licensed insurance agent about AARP-branded products? Simply enter your phone number below and a licensed insurance agent will call you back – instantly, if you wish. Please make sure you have an open phone line for this call.

Your Number: (  )  -  ext.

Call Me:

If you prefer, you can call the Customer Service Call Center directly at <1-866-894-6032>. Hours of operation: Monday through Friday, 7 a.m. to 11 p.m. and Saturday 9 a.m. to 5 p.m. Eastern Time.

### DISCLOSURES

AARP Health is a collection of health-related products, services and insurance programs made available by AARP. Neither AARP nor its affiliate is the insurer.

AARP contracts with insurers to make coverage available to AARP members. Insurers and providers pay a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purpose of AARP and its members.

AARP does not recommend health-related products, services, insurance or programs. Insurance products carrying the AARP name are intended to be competitive products and may not be the lowest priced products. You are strongly encouraged to evaluate your needs and compare products.

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

WB25214ST (07/10)