

SERFF Tracking Number: UHLC-126708305 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46137
Company Tracking Number: AS2593ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: Medicare Supplement
Project Name/Number: Print AD/AS2593ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: UHLC-126708305 State: Arkansas
TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed- Closed State Tr Num: 46137
Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: AS2593ST 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: Print AD Status of Filing in Domicile: Pending
Project Number: AS2593ST 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:
This Invitation to Inquire is a Medicare Supplement Advertisement. The Policy Form Number GRP79171 GPS-1 appears on the attached advertisement.

The Business Reply Card that will be used with this print ad is MS2519ST, which was submitted to the DOI on 6/25/2010 under our File Number AS2591ST.

Company and Contact

Filing Contact Information

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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: \$50.00
 Retaliatory? No
 Fee Explanation: \$50.00x1=\$50.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	07/06/2010	37763217

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Correspondence Summary

Dispositions

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

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Disposition

Disposition Date: 07/16/2010

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	Yes

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Form Schedule

Lead Form Number: AS2593ST

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 07/16/2010	AS2593ST	Advertising	SELF MAILER	Initial		45.000	AS2593ST_F PO.pdf

Attention Area
Residents

Losing your Medicare Advantage plan?

Make a move that could help with some of the out-of-pocket expenses Medicare doesn't pay.

A Medicare supplement insurance plan, like the one that carries the AARP name, can help pay for some of what Medicare doesn't.



If you lose your Medicare Advantage coverage, you may be able to apply for a Medicare supplement plan without answering questions about your health. Call now for more details!

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

Request your FREE information kit today, even if you're not an AARP member.

Remember, you must be a member to enroll.

Call toll-free [1-XXX-XXX-XXXX], ext. [XXX] (TTY: 711) or mail in the attached card.

AS2593ST

Give this card to a friend.

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 purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

YES! I'd like to know more about AARP® Medicare Supplement Insurance Plans, including benefits, costs, eligibility requirements, exclusions and limitations.

Return this card or call toll-free: [1-XXX-XXX-XXXX] ext. [XXX] (TTY: 711)

Member Name: _____
Date of Birth: _____ (MM/DD/YY) Medicare (Part B) Effective Date: _____ (MM/YY)
Spouse Name: _____
Date of Birth: _____ (MM/DD/YY) Medicare (Part B) Effective Date: _____ (MM/YY)
Address: _____
City: _____ State: _____ ZIP: _____
My AARP Membership number is (not required): _____
Phone: (____) _____ - _____
E-mail Address: _____

If you provide your phone number or email address, a representative may contact you. This is a solicitation of insurance. An agent/producer may contact you.

Insured by UnitedHealthcare Insurance Company, Horsham, PA.

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.

YES! I'd like to know more about AARP® Medicare Supplement Insurance Plans, including benefits, costs, eligibility requirements, exclusions and limitations.

Return this card or call toll-free: [1-XXX-XXX-XXXX] ext. [XXX] (TTY: 711)

Member Name: _____
Date of Birth: _____ (MM/DD/YY) Medicare (Part B) Effective Date: _____ (MM/YY)
Spouse Name: _____
Date of Birth: _____ (MM/DD/YY) Medicare (Part B) Effective Date: _____ (MM/YY)
Address: _____
City: _____ State: _____ ZIP: _____
My AARP Membership number is (not required): _____
Phone: (____) _____ - _____
E-mail Address: _____

If you provide your phone number or email address, a representative may contact you. This is a solicitation of insurance. An agent/producer may contact you.

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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.

No networks – Choose a Medicare supplement plan and have the freedom to see any doctor who accepts Medicare patients.

Consider an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

A Medicare supplement plan could work for you.

The only Medicare supplement insurance plan that carries the AARP name features competitive rates. And it insures many people nationwide - maybe even your friends or neighbors, helping them meet their supplemental insurance needs. It could be a good choice for you, too. Remember, you must be a member to enroll and you must be covered by Medicare to apply for a Medicare supplement plan.

Like all Medicare supplement plans, this plan helps pay for some of the out-of-pocket medical expenses that Medicare doesn't. These plans offer:

- The freedom to choose any doctor and hospital that accept Medicare patients
- Absolutely no referrals needed to see specialists - see who you want, when you want
- Help paying Medicare Part B expenses that Medicare doesn't pay - generally up to 20% or more

Plus, this plan features:

- The reassurance of the AARP name and stability of UnitedHealthcare Insurance Company*
- Competitive rates available only to AARP members

**If you're shopping around, see how these rates and plans compare!
Request your FREE information kit – even if you're not an AARP member. There's no obligation.
You must be a member to enroll.**



**Call toll-free today.
[1-XXX-XXX-XXXX]
(TTY: 711)**

Or, mail the attached reply card.

*In 2009, UnitedHealthcare Insurance Company was rated "A-stable" by A.M. Best, an independent organization that evaluates insurance company financial performance.

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. 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.

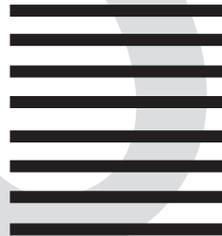
AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors.

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

AARP Medicare Supplement Plans
insured by UnitedHealthcare
Insurance Company



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NECESSARY
IF MAILED
IN THE
UNITED STATES**



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 45 LEHIGH VALLEY, PA

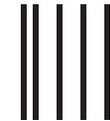
POSTAGE WILL BE PAID BY ADDRESSEE

**UNITEDHEALTHCARE
INSURANCE COMPANY**
P.O. BOX 25601
LEHIGH VALLEY, PA 18003-9905

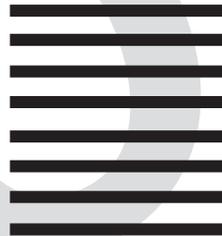


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MS2519ST