

SERFF Tracking Number: UHLC-126725809 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46236  
 Company Tracking Number: CA25066ST  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: MEDICARE SUPPLEMENT  
 Project Name/Number: ADVERTISING/CA25066ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126725809 State: Arkansas  
 TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed State Tr Num: 46236  
 Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: CA25066ST State Status: Filed-Closed  
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
 Authors: Michelle Ambach, Bobbie Walton Disposition Date: 07/22/2010  
 Date Submitted: 07/19/2010 Disposition Status: Filed  
 Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: ADVERTISING  
 Project Number: CA25066ST  
 Requested Filing Mode: File & Use  
 Explanation for Combination/Other:  
 Submission Type: New Submission  
 Overall Rate Impact:  
 Filing Status Changed: 07/22/2010

Status of Filing in Domicile: Pending  
 Date Approved in Domicile:  
 Domicile Status Comments:  
 Market Type: Group  
 Group Market Size: Large  
 Group Market Type: Association  
 Explanation for Other Group Market Type:  
 State Status Changed: 07/22/2010  
 Created By: Bobbie Walton  
 Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Michelle Ambach

Filing Description:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is new and does not replace any material previously submitted to the Department.

This Invitation to Inquire is a Medicare Supplement Advertisement. Final production of the enclosed advertising piece will show the component number on the bottom left hand corner of the Print Ad.

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## 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

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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? No  
 Fee Explanation: \$50.00 X 1=\$50.00  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	07/19/2010	38122373

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	07/22/2010	07/22/2010

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## **Disposition**

Disposition Date: 07/22/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	ADVERTISEMENT	Filed	Yes

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## Form Schedule

**Lead Form Number: CA25066ST**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 07/22/2010 T	CA25066S	Advertising	ADVERTISEMENT	Initial		45.000	CA25066ST.pdf

The purpose of this communication is the solicitation of insurance. Contact may be made by an insurance agent/producer or insurance company.

**AARP** Medicare Supplement Plans

insured by **UnitedHealthcare Insurance Company**

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

PRSR1  
FIRST-CLASS  
U.S. POSTAGE  
PAID  
UNITEDHEALTHCARE

**Thanks for calling about AARP® Medicare Supplement Insurance Plans. Complete your application today.**

CA25066ST

**Consider this your reminder reminder.**



\*Medicare Payment Advisory Commission (MedPac). *A Data Book: Healthcare Spending and the Medicare Program*, June 2009. [www.medpac.gov/documents/Jun09DataBookEntireReport.pdf](http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf) (June, 2009) pp. 63, 65.

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.

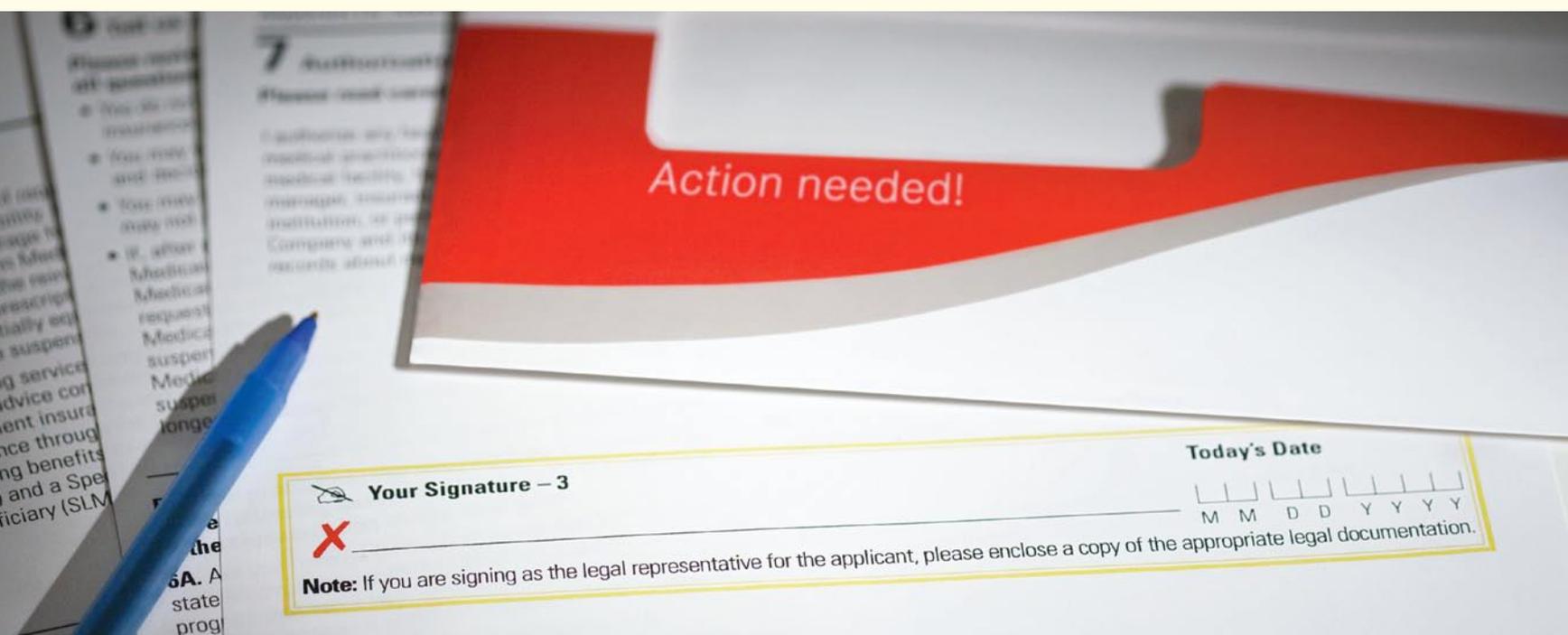
AARP does not recommend health related products, services, insurance and programs. You are strongly encouraged to evaluate your needs.

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. See the materials that were previously sent to you for complete information including benefits, costs, eligibility requirements, exclusions and limitations.



## Your signature will make it official.

**Is completing that application still on your to-do list?** Recently, you received an application for an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company. All that's left to do is answer any highlighted questions and sign, date and return the form as soon as possible so you can start taking advantage of all the benefits a Medicare supplement plan offers. Remember, since Medicare doesn't pay all your medical expenses, you could save thousands of dollars a year in out-of-pocket costs.\* If you've already mailed your application, thanks!

**Find the form, complete it and mail it in. Questions? Call 1-800-272-2146.**

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