

SERFF Tracking Number: UHLC-126731667 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46263
 Company Tracking Number: CA25059S1
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: Group Medicare Supplement
 Project Name/Number: Print AD/CA25059S1

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Group Medicare Supplement SERFF Tr Num: UHLC-126731667 State: Arkansas
 TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed State Tr Num: 46263
 Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: CA25059S1 State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler
 Authors: Michelle Ambach, Bobbie Walton Disposition Date: 07/23/2010
 Date Submitted: 07/21/2010 Disposition Status: Filed
 Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Print AD
 Project Number: CA25059S1
 Requested Filing Mode: File & Use
 Explanation for Combination/Other:
 Submission Type: New Submission
 Overall Rate Impact:
 Filing Status Changed: 07/23/2010

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: 07/23/2010
 Created By: Michelle Ambach
 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.

These Invitations to Inquire are Medicare Supplement Advertisements. Final production of the enclosed advertising will show the component number on the bottom left hand corner of the Print Ad.

The business reply card, MS2523ST, is also attached to the print advertisement for your review and approval.

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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

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? No
 Fee Explanation: \$50.00 x 2=\$100.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$100.00	07/21/2010	38177984

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	07/23/2010	07/23/2010

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Disposition

Disposition Date: 07/23/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: CA25059S1

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 07/23/2010	1	CA25059S	Advertising SELF MAILER	Initial		45.000	CA25059S1.pdf
Filed 07/23/2010		MS2523ST	Advertising BRC	Initial		45.000	MS2523ST.pdf

Information Request Card

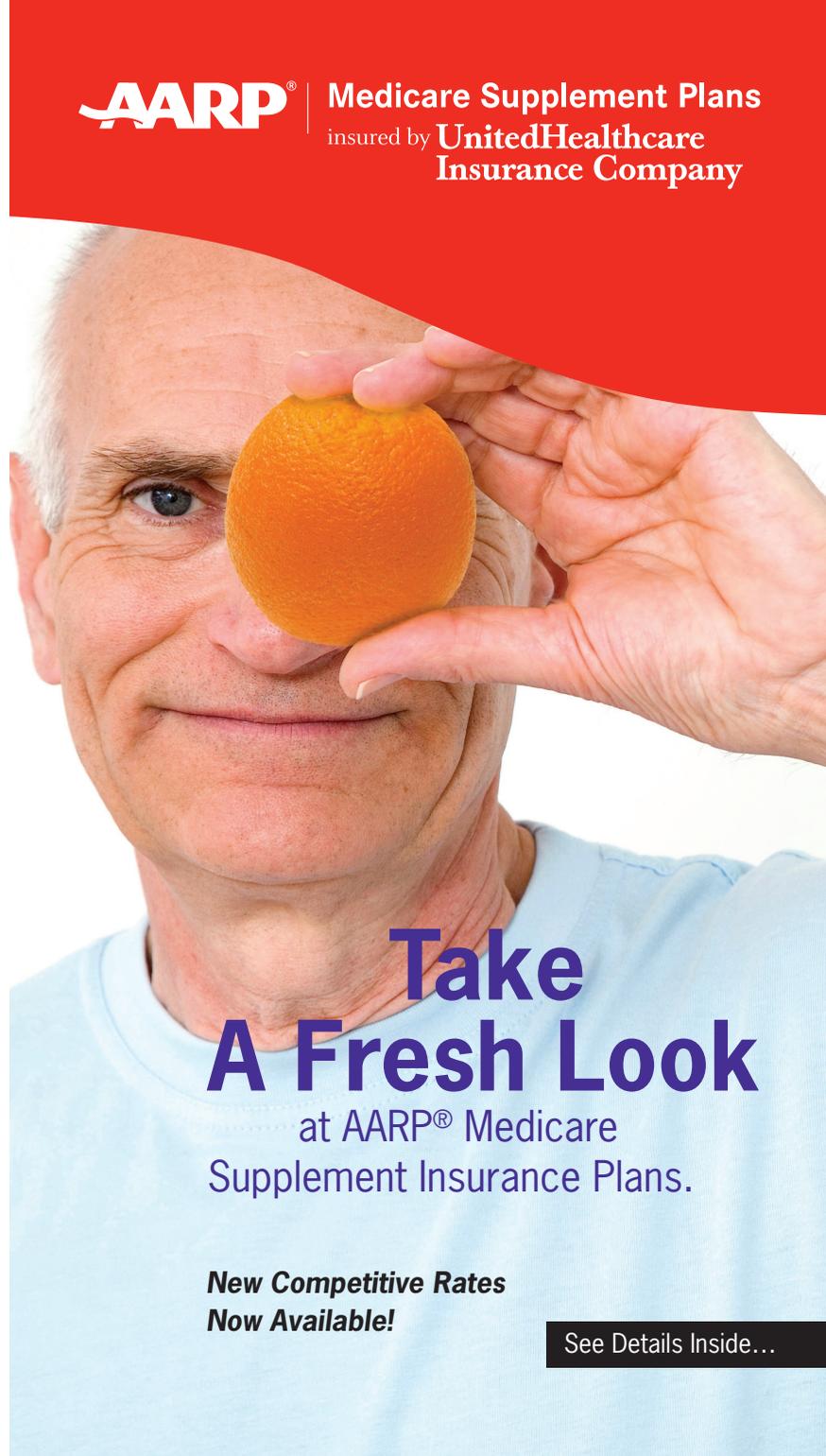
YES! I'd like to know if an AARP Medicare Supplement Insurance Plan can save me money on my out-of-pocket costs.

[Sample A. Sample]
[123 Any Street]
[Apt. 1A]
[Anytown, USA 12345-1234]

Date of Birth ____ / ____ / ____
Medicare (Part B) Effective Date ____ / ____ / ____
Phone _____ - _____ - _____
E-mail Address _____

This is a solicitation of insurance. An agent/producer may contact you.
Insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York for NY residents).
AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors.
Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

▲ **Call [1-8XX-XXX-XXXX]** ▲
To Speak to A Representative
Or mail this postage-paid card today.



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

Take A Fresh Look
at AARP® Medicare Supplement Insurance Plans.

New Competitive Rates Now Available!

See Details Inside...

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

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

PRSRT STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

If your Medicare supplement rate is changing, or you're worried about changes to your Medicare Advantage Plan...

Take a fresh look at the only Medicare supplement insurance plans that carry the AARP name.

See Details Inside...

[Sample A. Sample]
[123 Any Street]
[Apt. 1A]
[Anytown, USA 12345-1234]

CA25059S1

Take A Fresh Look At New Rates

Do you feel that your current health insurance has gotten too expensive? Are you worried about changes to your Medicare Advantage plan that limit your choice of doctors or increase what you have to pay from your own pocket?

Fortunately, you have options. You can call today to discover AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York, for New York residents), the only plans of their kind to carry the AARP name.

New Competitive Rates!

In response to concerns about the high costs of health care today, UnitedHealthcare Insurance Company is proud to announce new competitive rates for AARP Medicare Supplement Insurance Plans.

And as with any Medicare supplement plan, you can lower your out-of-pocket costs and help avoid dipping into your retirement savings.

With these new rates, there's no better time than now to take a look at AARP Medicare Supplement Insurance Plans.

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

Take A Fresh Look

At All the Advantages of a Medicare supplement insurance plan!

► Coverage You Need:

You can choose from the available standardized Medicare supplement insurance plans with benefits to pay some of the costs that Medicare doesn't pay.

► Freedom to Choose Your

Own Doctor: You can go to any doctor, specialist or hospital that accepts Medicare patients.

► Guaranteed Coverage For Life:

As long as you pay your premiums when due and you do not misstate one or more material facts when you apply for this plan.

PLUS, with an AARP Medicare Supplement Plan, you'll also get:

► The Only Plan of Its Kind to Carry the AARP Name:

Founded in 1958, AARP is a nonprofit, nonpartisan membership organization that helps people 50 and over improve the quality of their lives.

► New Competitive Rates:

If you're shopping around, see how these rates compare.



Call
[1-8XX-XXX-XXXX]

to discover the only Medicare supplement
insurance that carries the AARP name.

Enrolling in a Medicare supplement insurance
plan may save you up to thousands of dollars in
out-of-pocket costs this year!*

Take A Fresh Look at AARP Medicare Supplement Insurance Plans.

Call [1-8XX-XXX-XXXX] (TTY: 711)

Monday to Friday, 7 a.m. to 11 p.m.; Saturday 9 a.m. to 5 p.m. EST
Or Mail the Attached Information Request Card
For More Information

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.

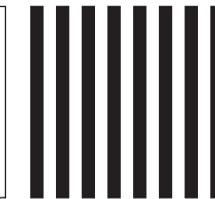
Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

*Medicare Payment Advisory Commission (MedPAC).
A Data Book: Healthcare spending and the Medicare
Program, June 2009. [http://www.medpac.gov/documents/
Jun09DataBookEntireReport.pdf](http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf) (8 Mar, 2010) p. 63, 65.

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



NO POSTAGE
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
PO BOX 25601
LEHIGH VALLEY PA 18003-9905

MS2523ST



▲
Call [1-8XX-XXX-XXXX]
Or mail this postage-paid card today
for more information.
▲

Information Request Card

YES! I'd like to know if an AARP Medicare Supplement Insurance Plan can save me money on my out-of-pocket costs.

Sample A. Sample
123 Any Street
Apt. 1A
Anytown, USA 12345-1234

Date of Birth ____ / ____ / _____

Medicare (Part B) Effective Date ____ / ____ / _____

Phone _____ - _____ - _____

E-mail Address _____

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

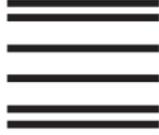
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Government or the Federal Medicare Program.**



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insured by **UnitedHealthcare**
Insurance Company



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FIRST-CLASS MAIL PERMIT NO. 45 LEHIGH VALLEY PA

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INSURANCE COMPANY
PO BOX 25601
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MS2523ST

