

SERFF Tracking Number: MUTM-126756296 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 46406
Company Tracking Number: ASHLEY WILLIAMS
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - AFN42956
Project Name/Number: Long Term Care Advertising/AFN42956

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-126756296 State: Arkansas
AFN42956

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 46406

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: ASHLEY WILLIAMS

State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett, Harris
Shearer

Author: Ashley Williams

Disposition Date: 08/11/2010

Date Submitted: 08/05/2010

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: AFN42956

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: 08/11/2010

Explanation for Other Group Market Type:

State Status Changed: 08/11/2010

Deemer Date:

Created By: Ashley Williams

Submitted By: Ashley Williams

Corresponding Filing Tracking Number:

Filing Description:

NAIC #261-71412

FEIN #47-0246511

Mutual of Omaha Insurance Company

Long-Term Care Advertising

AFN42956

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.

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The policies listed on the advertisement are all individual policies. The policies with an "AG" at the end are issued to individuals who are affiliated with associations with 100 or more members. There is a preferential rate built into these policies.

This advertisement is an Association Marketing piece promoting our individual Long-Term Care product to its members. The association gives us a list of their members and we use the names from that list for leads in the solicitation of our insurance.

We request that 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

aw

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
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	08/05/2010	38552248

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	08/11/2010	08/11/2010

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Disposition

Disposition Date: 08/11/2010

Implementation Date:

Status: Filed

Comment:

APPROVAL FOR USE IN ARKANSAS IS SUBJECT TO PRIOR APPROVAL BY THE DEPARTMENT OF THE
"ASSOCIATION" AS REQUIRED BY ACA 23-97-203.

Rate data does NOT apply to filing.

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**Schedule
Form**

**Schedule Item
Letter**

**Schedule Item Status Public Access
Yes**

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Form Schedule

Lead Form Number: AFN42956

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	AFN42956	Advertising Letter	Initial		0.000	AFN42956.pdf

[Your Licensed Company Name Required]

[Agent Name]

[Agent Address]

[Agent City, State, ZIP]

[Agent Phone Number]

[Agent E-mail]

There's no place like home

[Dear Prospect Name:]

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 also 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 your association.

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.

Sincerely,

[Agent Name]

An Independent Licensed Agent

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.

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 will contact you.

AFN42956



**MUTUAL OF OMAHA
INSURANCE COMPANY**