

SERFF Tracking Number: MUTM-126762757 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 46461
Company Tracking Number: JAMIE LUCY
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - AFN41932_0610
Project Name/Number: Medicare Supplement Advertising /AFN41932_0610

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - AFN41932_0610 SERFF Tr Num: MUTM-126762757 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed State Tr Num: 46461

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: JAMIE LUCY State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Author: Jamie Lucy Disposition Date: 08/26/2010

Date Submitted: 08/11/2010 Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: AFN41932_0610

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 08/26/2010

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 08/26/2010

Created By: Jamie Lucy

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Jamie Lucy

Filing Description:

Please see cover letter under the supporting documentation tab.

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com

Consultant

Regulatory Affairs 402-351-2476 [Phone]

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Mutual of Omaha Plaza 402-351-5298 [FAX]
 Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company	CoCode: 69868	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Life Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6420 ext. [Phone]	FEIN Number: 47-0322111	

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	08/11/2010	38698363

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	08/26/2010	08/26/2010

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Disposition

Disposition Date: 08/26/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: AFN41932_0610

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/26/2010	AFN41932_0610	Advertising	Newspaper Ad	Initial		0.000	AFN41932_0610 - FINAL.pdf

THE DOCTOR WON'T SEE YOU NOW.

If you want to see your doctor of choice,
give us a call.

Don't be left in the waiting room. Help protect yourself now!

United of Omaha Life Insurance Company – a Mutual of Omaha company – is here with Medicare Supplement plans that deliver **rock-solid coverage at rates we believe you'll find very competitive.**

Medicare Supplement insurance policies free you from the “network” restrictions and referrals that may keep you from seeing any health care provider you want.

So, if you'll soon be eligible for Medicare or if you're looking for Medicare supplement information – get **easy-to-understand facts – fast and FREE! There's no obligation.**

Call Toll-Free: [1-800-000-0000]. Or, visit: [www.Website.com.]



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY

Medicare supplement insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. **Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program.** United of Omaha Life Insurance Company is licensed nationwide, except in NY and is solely responsible for its financial and contractual obligations. Policy forms: UM20, UM21, UM22, UM23, UM24, UM30 and UM31 or state equivalent. In ID: UM20-21698, UM23-21699, UM24-21700, UM30-22551 and UM31-22552; in OK: UM20-21746, UM23-21747, UM24-21748, UM30-22579 and UM31-22580; in OR: UM20R, UM23R, UM24R, UM30R and UM31R; in TX: UM20-21760, UM23-21761, UM24-21762, UM30-22587 and UM31-22588; in WI: UM25. Not all policy forms may be available in every state. These policies have exclusions and limitations. In some states, Medicare supplement policies are available to those eligible for Medicare due to a disability, regardless of age. In TX: If you receive Medicare benefits because of a disability, you may apply for a Medicare supplement Plan A; regardless of your age. IMPORTANT NOTICE - "A CONSUMER'S GUIDE TO HEALTH INSURANCE FOR PEOPLE ELIGIBLE FOR MEDICARE" MAY BE OBTAINED FROM YOUR LOCAL SOCIAL SECURITY OFFICE OR FROM UNITED OF OMAHA LIFE INSURANCE COMPANY.

This is a solicitation of insurance and a licensed agent may contact you by telephone to provide additional information.

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: cover letter	Filed	Date: 08/26/2010
Comments:		
Attachment:		
AR Letter App.pdf		

UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL of OMAHA COMPANY

Mutual of Omaha Plaza, Omaha, NE 68175, 402-342-7600



August 11, 2010

Arkansas Department of Insurance
Attn: Compliance - Life & Health
1200 West Third Street
Little Rock, AR 72201-1904

NAIC # 261-69868
FEIN # 47-0322111
United of Omaha Life Insurance Company
Direct Response Mail Advertising
Medicare Supplement Advertising
Newspaper Ad: AFN41932

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.

The above advertisement will be used in a package with the following forms:

<u>Form Number</u>	<u>Date Approved By Your Department</u>
UC7307 (Brochure)	02-20-2010
UA5910-03 (Application)	04-25-2008
UE1381 (Carrier)	02-20-2010
CP12, RP12.9.B-AR, & DP2B (Outline of Coverage)	08-18-2009
BC12 00-10 (Outline of Coverage)	11-19-2009

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

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

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