

SERFF Tracking Number: UHLC-126745095 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46361  
 Company Tracking Number: TV57 (7/10)  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: GROUP MEDICARE SUPPLEMENT PLANS  
 Project Name/Number: ADVERTISEMENT/UHLC-126067746

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT PLANS SERFF Tr Num: UHLC-126745095 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 46361

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: TV57 (7/10) State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton Disposition Date: 08/03/2010

Date Submitted: 07/30/2010 Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: ADVERTISEMENT

Status of Filing in Domicile: Pending

Project Number: UHLC-126067746

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: 08/03/2010

Explanation for Other Group Market Type:

State Status Changed: 08/03/2010

Deemer Date:

Created By: Wanda Augustus

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: UHLC-126067746

Filing Description:

"We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. The attached TV advertisement is similar in format and content to TV57 (3/09) which was previously approved by the Department on 3/11/2009 under SERFF Tracking Number UHLC-126067746.

The following [City Name] is bracketed on the attached script because the city will be personalized for local TV markets.

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This Invitation to Inquire is a Medicare Supplement Advertisement. Please note that the component number will appear in the bottom left hand corner of the first screen.

We trust the enclosed form is in order and look forward to your prompt acknowledgment of this filing. If you have any further questions you can contact me at 215-902-8444. If you prefer, you may also send a facsimile to me at Fax: 215-902-8813 or send an email to Susan\_J\_Cipollo@uhc.com."

## 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: per component, 1 component  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	07/30/2010	38413440

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/03/2010	08/03/2010

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## **Disposition**

Disposition Date: 08/03/2010

Implementation Date:

Status: Filed-Closed

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>
	TV ADVERTISEMENT	Filed	Yes

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## Form Schedule

**Lead Form Number: TV57 (7/10)**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/03/2010	TV57 (7/10)	Advertising TV	ADVERTISEMENT	Initial		45.000	TV57 (7-10).pdf

# A. Eicoff & Company

A Division of Ogilvy & Mather

401 North Michigan Avenue • Chicago, IL 60611

Telephone (312) 527-7100

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Insurance
TITLE	
CODE	TV57 (7/10)
LENGTH	:60
DATE	7-13-10

Page 1

### VIDEO

### AUDIO

1. Super: Attention [City Name]

If you are on Medicare

THIS MESSAGE IS FOR YOU

2. Open on man and his wife in their

kitchen.

Super: TV57 (7/10)

3. Super: Coverage Changed?

Super: Medicare Supplement

Insurance

Becomes AARP Medicare

Supplement Insurance logo

Super 1-8XX-XXX-XXXX

TTY 711 (replaced by Call Now)

**Legal Super:** 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 purposes of AARP and its

TV57 (7/10)

Attention [City Name], if you are on Medicare, this message is for you.

MAN: Things were going along fine and then surprise, my retiree health benefits were cut.

WOMAN: We need something to help pay what Medicare doesn't...

MAN: Have any ideas?

AVO: If your healthcare coverage has recently changed, consider an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

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### VIDEO

### AUDIO

members. Neither AARP nor its affiliate is the insurer.

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

4. Super:

Medicare doesn't pay for everything

Save up to thousands in out-of-

pocket costs

**Legal Super:** Medicare Payment Advisory Commission (MedPAC). *A Data Book: Healthcare spending and the Medicare Program*, June 2009.

<http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf> (8 Mar, 2010) p. 63, 65.

5. Super: Keep your doctor

Accepted nationwide

**Legal Super:** Insured by UnitedHealthcare Insurance Company, Horsham, PA (United Healthcare 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.

AVO: Medicare doesn't pay for everything. Medicare supplement insurance plans help pay for some of those out-of-pocket costs.

That could save you up to thousands of dollars a year.

AVO: Medicare Supplement plans let you keep any doctor who accepts Medicare patients and are accepted nationwide.

TV57 (7/10)

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### VIDEO

### AUDIO

**Dissolve to Legal Super: 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.**

6. Cut to Medicare guide.

Super: Call now

Free Medicare Guide

Super: Free Guide (replaced by Call Now)

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

7. Super:

The only Medicare Supplement

Plans that carry the AARP name.

**Legal Super:** Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

8. Cut back to man.

AVO: Call now for your free information kit and Medicare guide.

AVO: If your healthcare coverage has changed, consider the only plans of their kind that carry the AARP name.

MAN: Now that's what I call a good idea.

TV57 (7/10)

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### VIDEO

### AUDIO

9. Cut to end frame.  
  
Super: Call now for free information  
  
Transitions into Medicare at a  
  
Glance booklet.  
  
Super 1-8XX-XXX-XXXX  
  
TTY 711  
  
Super: TV57 (7/10)

AVO: Call now for your free information about AARP Medicare  
  
Supplement Insurance Plans, insured by UnitedHealthcare  
  
Insurance Company.