

SERFF Tracking Number: UHLC-126785432 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46606
Company Tracking Number: TV275ST (08/10)
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: Group Medicare Supplement
Project Name/Number: TV Advertising/TV275ST (08/10)

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Group Medicare Supplement SERFF Tr Num: UHLC-126785432 State: Arkansas
TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 46606
Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: TV275ST (08/10) State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Authors: Michelle Ambach, Tammy Frederick Disposition Date: 08/31/2010
Date Submitted: 08/25/2010 Disposition Status: Filed-Closed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: TV Advertising Status of Filing in Domicile: Pending
Project Number: TV275ST (08/10) 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: 08/31/2010 Explanation for Other Group Market Type:
State Status Changed: 08/31/2010
Deemer Date: Created By: Tammy Frederick
Submitted By: Tammy Frederick Corresponding Filing Tracking Number:
TV275ST (08/10)

Filing Description:

RE: UnitedHealthcare Insurance Company
AARP Medicare Supplement Advertising Material
TV Advertisement
NAIC No: 0707-79413
File No: TV275ST (08/10), et al (PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE)

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group

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health insurance program. The attached TV advertisements are new and do not replace any material previously submitted to the Department.

These Invitations to Inquire are Medicare Supplement Advertisements. Please note that the component number will appear in the bottom left hand corner of the first screen in each advertisement.

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.

Sincerely,

Susan J. Cipollo
Director Marketing Compliance

SJC/tmf

LIST OF ENCLOSURES
MEDICARE SUPPLEMENT
TV ADVERTISEMENT
2010

TV275ST (08/10) - TV ADVERTISEMENT
TV276ST (08/10) - TV ADVERTISEMENT

Company and Contact

Filing Contact Information

Susan Cipollo, Director
680 Blair Mill Rd.
Horsham, PA 19044

Susan_J_Cipollo@uhc.com
215-902-8444 [Phone]
215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company
185 Asylum Street
Hartford, CT 06103
(860) 702-5000 ext. [Phone]

CoCode: 79413
Group Code: 707
Group Name:
FEIN Number: 36-2739571

State of Domicile: Connecticut
Company Type: Life and Health
State ID Number:

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Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation: 50.00 per component, 2 components
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$100.00	08/25/2010	39011619

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/31/2010	08/31/2010

SERFF Tracking Number: UHLC-126785432 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:* 46606
Company Tracking Number: TV275ST (08/10)
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: Group Medicare Supplement
Project Name/Number: TV Advertising/TV275ST (08/10)

Disposition

Disposition Date: 08/31/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-126785432 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46606
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 Plans 2010
 Product Name: Group Medicare Supplement
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Form Schedule

Lead Form Number: TV275ST (08/10)

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/31/2010 (08/10)	TV275ST (08/10)	Advertising	TV Advertisement	Initial		45.000	TV275ST (08.10).pdf
Filed 08/31/2010 (08/10)	TV276ST (08/10)	Advertising	TV Advertisement	Initial		45.000	TV276ST (08.10).pdf



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Maps" Rev. 2
LENGTH	:60
DATE	8/23/2010
REVISION #	
JOB #	
CODE	
PAGE	1 of 6

VIDEO

AUDIO

1. Open on close up of oversized relief world globe.

Super: TV275ST (08/10)

2. Camera slowly pulls out to reveal presenter.

PRESENTER (OC): If you've recently signed up for Medicare or will soon...

PRES (OC): ...you're starting a whole new journey. And, like many people, you're probably wondering, where do I go from here?



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Maps" Rev. 2
LENGTH	:60
DATE	8/23/2010
REVISION #	
JOB #	
CODE	
PAGE	2 of 6

VIDEO

AUDIO

3. Cut to dramatically lit wall within exhibit.

Super: LOGO

Letterbox Super: Call for a free guide

1-800-XXX-XXXX TOLL-FREE

Super: TTY 711

Legal super: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4). 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.

PRES (VO): Consider an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Maps" Rev. 2
LENGTH	:60
DATE	8/23/2010
REVISION #	
JOB #	
CODE	
PAGE	3 of 6

VIDEO

AUDIO

4. Cut to medium shot of exhibit as presenter walks through. Guide is superimposed.

Super: Free guide

Legal super: This is a group Medicare Supplement policy and you must be an AARP member to purchase this product.

5. Cut to dramatically lit wall within the exhibit.

Super: Medicare Part B

only covers about 80%

Legal super: **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, producers, brokers, representatives or advisors.

PRES (OC): Call now for a free information kit and guide to Medicare to get started.

PRES (VO): Basically, Medicare only covers about 80% of your Part B medical expenses. The rest is up to you.



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Maps" Rev. 2
LENGTH	:60
DATE	8/23/2010
REVISION #	
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CODE	
PAGE	4 of 6

VIDEO

AUDIO

6. Super: Medicare supplement insurance helps cover the other 20% or more

Letterbox Super: LOGO

1-800-XXX-XXXX TOLL-FREE

Legal super: AARP doesn't make individual recommendations for health-related products, services, insurance or programs. You are strongly encouraged to evaluate your needs and compare products.

PRES (VO): A Medicare supplement insurance plan helps cover some of those expenses.

7. Super: Save up to thousands of dollars*

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

PRES (VO): And that could save you up to thousands of dollars a year in out-of-pocket costs.

8. Super: Keep your own doctor

PRES (VO): Plus, you can keep any doctor who accepts Medicare patients.



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Maps" Rev. 2
LENGTH	:60
DATE	8/23/2010
REVISION #	
JOB #	
CODE	
PAGE	5 of 6

VIDEO

AUDIO

9. Cut to wide shot of presenter.

Legal super: The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare Insurance Company 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 members. Neither AARP nor its affiliate is the insurer.

PRES (OC): Together with Medicare, an AARP Medicare Supplement Insurance Plan could be the kind of coverage you're looking for.

10. Cut to medium shot of presenter back at the globe.

Letterbox Super: Call for a free guide

1-800-XXX-XXXX TOLL-FREE

Legal super: In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

PRES (OC): In fact, it could make a world of difference.



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Maps" Rev. 2
LENGTH	:60
DATE	8/23/2010
REVISION #	
JOB #	
CODE	
PAGE	6 of 6

VIDEO

AUDIO

11. Cut to end frame featuring information kit and guide.
Super: Call for a free guide
LOGO
1-800-XXX-XXXX
TTY 711
Super: TV275ST (08/10)

PRES (VO): Call now for your free Medicare guide and information kit about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Maps" Rev. 3
LENGTH	:120
DATE	8/23/2010
REVISION #	
JOB #	
CODE	
PAGE	1 of 7

VIDEO

AUDIO

1. Open on close up of oversized relief world globe.

Super: TV276ST (08/10)

2. Camera slowly pulls out to reveal presenter.

3. Cut to close up.

4. Cut to wide shot of map exhibit as presenter begins walking.

Letterbox Super: LOGO

1-800-XXX-XXXX TOLL-FREE

Super: TTY 711

PRESENTER (OC): If you've recently signed up for Medicare or will soon...

PRES (OC): ...you're starting a whole new journey. And, like many people, you're probably wondering, where do I go from here?

PRES (OC): How does Medicare work? What's covered? Can I keep my doctor?

PRES (OC): Together with Medicare, a Medicare supplement insurance plan could be a step in the right direction.



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Maps" Rev. 3
LENGTH	:120
DATE	8/23/2010
REVISION #	
JOB #	
CODE	
PAGE	2 of 7

VIDEO

AUDIO

5. Cut to dramatically lit wall within exhibit.

Super: LOGO

Letterbox Super: Call for a free guide

1-800-XXX-XXXX TOLL-FREE

Legal super: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4). 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.

PRES (VO): Consider an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

6. Cut to medium shot of exhibit as presenter walks through. Guide is superimposed.

Super: Free guide

Legal super: This is a group Medicare Supplement policy and you must be an AARP member to purchase this product.

PRES (OC): Call now for a free information kit and guide to Medicare to get started.



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Maps" Rev. 3
LENGTH	:120
DATE	8/23/2010
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JOB #	
CODE	
PAGE	3 of 7

VIDEO

AUDIO

- | | |
|---|---|
| <p>7. Cut to dramatically lit wall.

Super: Medicare Part B only covers about 80%</p> <p>8. Super: Medicare supplement insurance helps cover the other 20% or more

Letterbox Super: LOGO

1-800-XXX-XXXX TOLL-FREE</p> <p>9. Super: Save up to thousands of dollars*

Legal super: *Medicare Payment Advisory Commission (MedPAC). A Data Book: Heathcare spending and the Medicare Program, June 2009.
http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf (8 Mar, 2010) p. 63, 65.</p> <p>10. Cut to medium shot of presenter.</p> | <p>PRES (VO): Basically, Medicare only covers about 80% of your Part B medical expenses, like doctor bills. The rest is up to you.</p> <p>PRES (VO): A Medicare supplement insurance plan helps cover some of those expenses.</p> <p>PRES (VO): And that could save you up to thousands of dollars a year in out-of-pocket costs.</p> <p>PRES (OC): Feel like you're heading the right way?</p> |
|---|---|



Television Script

CLIENT	UnitedHealthcare Insurance Company
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TITLE	"Maps" Rev. 3
LENGTH	:120
DATE	8/23/2010
REVISION #	
JOB #	
CODE	
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VIDEO

AUDIO

11. Camera moves from presenter to a Medicare age couple, enjoying exhibit.

Super: Range of plans

Legal super: **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, producers, brokers, representatives or advisors.

12. Super: No networks

No referrals

Legal super: In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

13. Super: Keep your own doctor

PRES (VO): With Medicare supplement insurance, you'll find a range of plans to choose from.

PRES (VO): You're not locked into a network. You don't need a referral for a specialist.

PRES (VO): And you can keep any doctor who accepts Medicare patients.



Television Script

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LENGTH	:120
DATE	8/23/2010
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CODE	
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VIDEO

AUDIO

14. Super: Plans travel with you

PRES (VO): Plus, these plans travel with you anywhere in the U.S.

15. Cut to medium shot as presenter walks through.

PRES (OC): To find out more about AARP Medicare Supplement Insurance Plans, call today.

Super: **CARD**

These are the only Medicare supplement insurance plans endorsed by AARP.

Letterbox Super: Call for a free guide,

1-800-XXX-XXXX TOLL-FREE

Legal super: The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare Insurance Company 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 members. Neither AARP nor its affiliate is the insurer.

16. Cut to CU of presenter.

PRES (OC): With competitive prices. And customer service to help you out.



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CODE	
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VIDEO

AUDIO

17. Cut to close up of presenter, maps in background.

PRES (OC): You may be new to Medicare, but now you have a good idea which way to move ahead.

18. Cut to dramatically lit wall.

PRES (VO): Consider a path that helps cover some of what

Super: Helps cover out-of-pocket costs

Medicare doesn't pay...

Letterbox Super: LOGO

1-800-XXX-XXXX TOLL-FREE

Legal super: AARP doesn't make individual recommendations for health-related products, services, insurance or programs. You are strongly encouraged to evaluate your needs and compare products.

19. Super: Save up to thousands of dollars

PRES (VO): ...could save you up to thousands of dollars a year in out-of-pocket costs...

20. Super: Keep your own doctor

PRES (VO): ...and lets you stick with your favorite doctor or hospital that accepts Medicare patients.



Television Script

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REVISION #	
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CODE	
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VIDEO

AUDIO

21. Cut to wide shot of presenter.

PRES (OC): Together with Medicare, an AARP Medicare Supplement Insurance Plan could be the kind of coverage you're looking for.

22. Cut to medium shot of presenter back at the globe.

PRES (OC): In fact, it could make a world of difference.

23. Cut to end frame featuring information kit and guide.

PRES (VO): Call now for your free Medicare guide and information kit about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

Super: Call for a free guide

LOGO

1-800-XXX-XXXX

TTY 711

Super: TV276ST (08/10)