

SERFF Tracking Number: MUTM-126810939 State: Arkansas
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 46774
 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 - AFN40102-366
 Project Name/Number: Medicare Supplement Advertising /AFN40102-366

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - AFN40102-366 SERFF Tr Num: MUTM-126810939 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 46774

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: JAMIE LUCY State Status: Under Review

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Author: Jamie Lucy Disposition Date: 09/14/2010

Date Submitted: 09/13/2010 Disposition Status: Filed-Closed

Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: AFN40102-366

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 09/14/2010

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: 09/14/2010

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]

SERFF Tracking Number: MUTM-126810939 State: Arkansas
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 46774
 Company Tracking Number: JAMIE LUCY
 TOI: MS081 Individual Medicare Supplement - Sub-TOI: MS081.001 Plan A 2010
 Standard Plans 2010
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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	09/13/2010	39465487

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/14/2010	09/14/2010

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Disposition

Disposition Date: 09/14/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	cover letter	Accepted for Informational Purposes	Yes
Supporting Document	Memorandum of Variability	Accepted for Informational Purposes	Yes
Form	Website page	Filed	Yes

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Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 09/14/2010	AFN40102-366	Advertising	Website page	Initial		0.000	AFN40102-366.pdf

Why choose us for your Medicare supplement insurance?

With all Medicare supplements, you

- > Keep your doctors and health care providers
- > See specialists without referrals
- > Receive benefits with no waiting period
- > Enjoy coverage for life as long as you pay your premiums on time
- > Answer no health questions during your Medicare open enrollment period – Your coverage is guaranteed issued

Your choice comes down to

1. The plan you want at a price you can afford
2. The company's ability to pay its claims
3. The company's service before and after the sale

Compare Companies Before You Buy

With a Medicare supplement insurance policy from United of Omaha Life Insurance Company, you enjoy these features:

- > No policy fee
- > Competitive premiums plus any applicable discount
- > Virtually no paper claims to file
- > Friendly knowledgeable service from our U.S.-based customer care team

United of Omaha Life Insurance Company

A Mutual of Omaha company since 1926, United of Omaha Life Insurance Company offers a diversified portfolio of life insurance, fixed annuities and other insurance, including Medicare supplement policies. When you own a United of Omaha Medicare supplement insurance policy, you get the reputation of Mutual of Omaha and its affiliates, which have been providing quality insurance and financial products since 1909.

Our Industry Ratings

Rating Company	
A.M. Best Company, Inc. (for overall financial strength and ability to meet ongoing obligations to policyholders)	A+ (Superior) This rating is second highest of 16
Moody's Investors Service (for current financial strength and ability to withstand financial stress in the future)	Aa3 (Excellent) This rating is fourth highest of 21
Standard & Poor's (for financial strength to meet obligations to policyholders)	AA- (Very Strong) This rating is fourth highest of 21

Ratings as of Wednesday, September 8, 2010

Have the financial value and security you seek in your health care coverage with a Medicare supplement policy.

UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL of OMAHA COMPANY

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



September 13, 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
Medicare Supplement Advertising
Website Pages: AFN40102-366

Enclosed for review by your Department is a copy of the above-captioned advertising. The forms are new and are not intended to replace any previously approved forms. They will be used with appropriate approved forms in your state.

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

jl

VARIABLE MATERIAL FOR ADVERTISING FORM AFN40102-366

The following information in the aforementioned advertisement is bracketed to denote variable material.

Section

Explanation

"State Name"

-located upper right of top banner

The state name will change to the selected United of Omaha underwritten state.

"Our Industry Ratings" table

table located mid-page

This table either will:

- 1) Show 1 company rating information
- 2) Show 2 company rating information
- 3) Show 3 company rating information
- 4) Show 0 company rating information