

SERFF Tracking Number: UHLC-126809932 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46781  
Company Tracking Number: LA25341ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: GROUP MEDICARE SUPPLEMENT  
Project Name/Number: PRINT ADVERTISEMENT/LA25341ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126809932 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 46781

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: LA25341ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton

Disposition Date: 09/14/2010

Augustus, Tammy Frederick, Bobbie Walton

Bobbie Walton

Date Submitted: 09/13/2010

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: PRINT ADVERTISEMENT

Status of Filing in Domicile: Pending

Project Number: LA25341ST

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: 09/14/2010

Explanation for Other Group Market Type:

State Status Changed: 09/14/2010

Deemer Date:

Created By: Michelle Ambach

Submitted By: Bobbie Walton

Corresponding Filing Tracking Number:

LA25341ST

Filing Description:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is new and does not replace any material previously submitted to the Department.

These Invitations to Inquire are Medicare Supplement Advertisements. Final production of the enclosed advertising will

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show the component number on the bottom left hand corner of the Print Ad.

## 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

## Filing Fees

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? No  
 Fee Explanation: \$50 PER COMPONENT - 1 COMPONENT = \$50  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	09/13/2010	39471517
UnitedHealthcare Insurance Company	\$450.00	09/13/2010	39472434

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## Correspondence Summary

### Dispositions

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

### Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Filing Fee	Note To Reviewer	Bobbie Walton	09/14/2010	09/14/2010

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## Disposition

Disposition Date: 09/14/2010

Implementation Date:

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Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form</b>	LETTER	Filed	Yes
<b>Form</b>	SELF MAILER	Filed	Yes
<b>Form</b>	SELF MAILER	Filed	Yes
<b>Form</b>	SELF MAILER	Filed	Yes
<b>Form</b>	PRINT AD	Filed	Yes
<b>Form</b>	PRINT AD	Filed	Yes
<b>Form</b>	PRINT AD	Filed	Yes
<b>Form</b>	PRINT AD	Filed	Yes
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**Note To Reviewer**

**Created By:**

Bobbie Walton on 09/14/2010 06:46 AM

**Last Edited By:**

Stephanie Fowler

**Submitted On:**

09/14/2010 09:57 AM

**Subject:**

Filing Fee

**Comments:**

A correction on the fiing fee was made - \$50 per component 10 components = \$500. Thanks!

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## Form Schedule

### Lead Form Number: LA25341ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 09/14/2010	LA25341ST	Advertising	LETTER	Initial		45.000	LA25341ST.pdf
Filed 09/14/2010	CA25072S	Advertising	SELF MAILER	Initial		45.000	CA25072ST.pdf
Filed 09/14/2010	CA25073S	Advertising	SELF MAILER	Initial		45.000	CA25073ST.pdf
Filed 09/14/2010	CA25074S	Advertising	SELF MAILER	Initial		45.000	CA25074ST.pdf
Filed 09/14/2010	AS2605ST	Advertising	PRINT AD	Initial		45.000	AS2605ST.pdf
Filed 09/14/2010	AS2606ST	Advertising	PRINT AD	Initial		45.000	AS2606ST.pdf
Filed 09/14/2010	AS2607ST	Advertising	PRINT AD	Initial		45.000	AS2607ST.pdf
Filed 09/14/2010	AS2608ST	Advertising	PRINT AD	Initial		45.000	AS2608ST.pdf
Filed 09/14/2010	AS2609ST	Advertising	PRINT AD	Initial		45.000	AS2609ST.pdf
Filed 09/14/2010	AS2610ST	Advertising	PRINT AD	Initial		45.000	AS2610ST.pdf

<Agent Name>  
<Address>  
<City,> <ST> <ZIP>

**I can answer all your questions about Medicare, including why you may want a Medicare supplement insurance plan.**

Dear Friend,

I'm a licensed insurance agent trained to answer your questions about an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

Medicare pays only about 80% of your Part B medical expenses. That leaves you with the remaining amount to pay, right from your own pocket. That's why I would like to talk to you about a solution.

**A Medicare supplement insurance plan may help cover some of the costs that Medicare doesn't pay. And here are more reasons to consider:**

- Each plan is competitively priced.
- An array of plans is available to meet your needs.
- You can count on a level of customer service that comes with the AARP name.
- And as with any Medicare supplement insurance plan, you can see any doctor that accepts Medicare patients.

Call me and I'll help you find the AARP Medicare Supplement Insurance Plan that's right for your particular needs. As an agent authorized to offer AARP Medicare Supplement Insurance Plans, I can even help with your application. Together, you and I can make sense of your Medicare options.

Sincerely,

<Agent Name>

Licensed Insurance Agent

Contracted with UnitedHealthcare

<Agent email address>

 **Medicare Supplement Plans**  
insured by **UnitedHealthcare Insurance Company**

P.S. Call me at <1-XXX-XXX-XXXX> today to receive more information or to schedule a no-obligation one-on-one meeting.

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 purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

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.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare 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.

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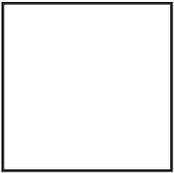
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AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors.

Call to receive complete information, including benefits, costs, eligibility requirements, exclusions, and limitations.

LA25341ST

<James M. Sample>  
<123 Main St.>  
<Any Town, State 10000>



<Agent Name>  
<Agent Address>  
<Agent Address>

**There are many benefits to having a  
Medicare supplement insurance plan.  
And I just happen to know what they are.**

**AARP** | Medicare Supplement Plans  
insured by **UnitedHealthcare**  
Insurance Company

<Agent Name>  
Licensed Insurance Agent  
Contracted with UnitedHealthcare

## I speak fluent Medicare. I'll help you understand your options.

Do you know Medicare pays only about 80% of your Part B medical expenses? You pay the rest. The good news is, an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, can help.

I'm authorized to offer AARP Medicare Supplement Insurance Plans and can help you find the plan that's right for you. If you want to explore your options, let me help explain it to you.

I translate Medicare so you'll be able to understand it.

<Agent Name>

<1-XXX-XXX-XXXX>

Licensed Insurance Agent

Contracted with UnitedHealthcare

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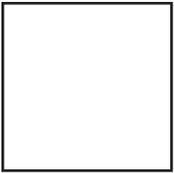
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<James M. Sample>  
<123 Main St.>  
<Any Town, State 10000>



<Agent Name>  
<Agent Address>  
<Agent Address>

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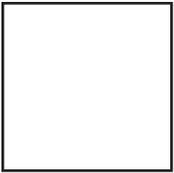
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<Agent Name>  
<Agent Address>  
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**There are many benefits to having a Medicare supplement insurance plan.**  
**And I just happen to know what they are.**

<Agent Name>  
Licensed Insurance Agent  
Contracted with UnitedHealthcare  
**<1-XXX-XXX-XXXX>**

**AARP** | **Medicare Supplement Plans**  
insured by **UnitedHealthcare Insurance Company**

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As an agent authorized to offer AARP Medicare Supplement Insurance Plans, I'll be happy to talk to you about your particular needs, so you and I can find the plan that's right for you. Call me today to receive more information or to schedule a no-obligation, one-on-one meeting.

**Let me help you understand your Medicare options.** Call today to learn more.

<Agent Name>  
<1-XXX-XXX-XXXX>  
<Agent E-Mail Address>

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AS2605ST

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AS2606ST

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**Better yet, you should ask me.**

<Agent Name>  
Licensed Insurance Agent  
Contracted with UnitedHealthcare  
<1-XXX-XXX-XXXX>

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AS2607ST

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<1-XXX-XXX-XXXX>

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Call to receive complete information, including benefits, costs, eligibility requirements, exclusions, and limitations.

AS2609ST

**You may want to ask yourself if you should have a Medicare supplement insurance plan.**

**Better yet, you should ask me.**

<Agent Name>  
Licensed Insurance Agent  
Contracted with UnitedHealthcare  
<1-XXX-XXX-XXXX>

**AARP**<sup>®</sup> | Medicare Supplement Plans  
insured by **UnitedHealthcare Insurance Company**

I'm a licensed insurance agent, so I can explain your many Medicare options. Did you know that Medicare pays only about 80% of your Part B medical expenses? How will you pay the rest?

I have some answers. You may want to consider an AARP<sup>®</sup> Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

As an agent authorized to offer AARP Medicare Supplement Insurance Plans, I'll be happy to talk to you about your particular needs, so you and I can find the plan that works best for you. Call me – my number is right below.

**Here's why you may want to consider AARP Medicare Supplement Insurance:**

- Each plan is competitively priced.
- An array of plans is available to meet your needs.
- You can count on a level of customer service that comes with the AARP name.
- And as with any Medicare supplement insurance plan, you can see any doctor that accepts Medicare patients.

<Agent Name>  
<1-XXX-XXX-XXXX>  
<Agent E-Mail Address>

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