

SERFF Tracking Number: UHLC-126811689 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46786
 Company Tracking Number: TV277ST
 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/TV277ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126811689 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 46786

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: TV277ST State Status: Approved-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton Disposition Date: 09/16/2010

Date Submitted: 09/14/2010 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: TV277ST

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: 09/16/2010

Explanation for Other Group Market Type:

State Status Changed: 09/16/2010

Deemer Date:

Created By: Michelle Ambach

Submitted By: Bobbie Walton

Corresponding Filing Tracking Number:
TV277ST

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 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.

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 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: PRINT ADVERTISEMENT/TV277ST

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: \$100.00
 Retaliatory? No
 Fee Explanation: \$50 PER COMPONENT - 2 COMPONENTS = \$100
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$100.00	09/14/2010	39487348

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/16/2010	09/16/2010

SERFF Tracking Number: UHLC-126811689 *State:* Arkansas
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Company Tracking Number: TV277ST
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Product Name: GROUP MEDICARE SUPPLEMENT
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Disposition

Disposition Date: 09/16/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: TV277ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 09/16/2010	TV277ST	Advertising	TV SCRIPT	Initial		45.000	TV277ST.pdf
Filed 09/16/2010	TV278ST	Advertising	TV SCRIPT	Initial		45.000	TV278ST.pdf

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :60
DATE 9/10/2010
REVISION #
JOB #
CODE
PAGE 1 of 6

VIDEO

AUDIO

1. Open on close up of big, antique clock.

Super: TV277ST

2. Camera slowly pulls out to reveal presenter.

3. Cut to medium shot of clock exhibit as presenter begins walking through.

Letterbox Super: LOGO

1-800-XXX-XXXX TOLL-FREE

Super: TTY 711

PRESENTER (OC): If you've just signed up for Medicare or will soon, there's no time like the present to

PRES (OC): consider all your health insurance options.

PRES (OC): Well, now is a good time to take a look at...

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :60
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PAGE 2 of 6

VIDEO

AUDIO

4. 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.

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

PRES (OC): Get started by calling for your free information kit and guide to Medicare.

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :60
DATE 9/10/2010
REVISION #
JOB #
CODE
PAGE 3 of 6

VIDEO

AUDIO

6. Cut to dramatically lit wall within 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.

7. 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): As you probably know, Medicare only covers about 80% of your Part B medical expenses. The rest is up to you.

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

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
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VIDEO

AUDIO

8. 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): That could save you up to thousands of dollars a year in out-of-pocket costs.

9. Cut to medium shot of presenter.

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): And you can visit any doctor who accepts Medicare patients.

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :60
DATE 9/10/2010
REVISION #
JOB #
CODE
PAGE 5 of 6

VIDEO

AUDIO

10. Cut to dramatically lit wall within the exhibit.

Super: Medicare Supplement

Insurance (CARD)

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): Rates are competitive. And these are the only Medicare supplement insurance plans exclusively endorsed by AARP.

11. Cut to wide shot of presenter.

Super: TTY 711

Letterbox Super: Call for a free guide,

1-800-XXX-XXXX TOLL-FREE

PRES (OC): So don't wait another minute. Be sure to call today.

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :60
DATE 9/10/2010
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JOB #
CODE
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VIDEO

AUDIO

12. Cut to end frame featuring information kit and guide.
Super: Call for a free guide
LOGO
TTY 711
Super: TV277ST

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

TV277ST

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :120
DATE 9/10/2010
REVISION #
JOB #
CODE
PAGE 1 of 8

VIDEO

AUDIO

- | | |
|--|---|
| 1. Open on close up of big, antique clock.

Super: TV278ST | PRESENTER (OC): If you've just signed up for Medicare or will soon, there's no time like the present to |
| 2. Camera slowly pulls out to reveal presenter. | PRES (OC): consider all your health insurance options. |
| 3. He turns to camera as we cut to a close up. | PRES (OC): Does Medicare alone meet your needs? Would additional coverage be better for you? |
| 4. Cut to medium shot of clock exhibit as presenter begins walking through.

Letterbox Super: LOGO

1-800-XXX-XXXX TOLL-FREE

Super: TTY 711 | PRES (OC): Well, now is a good time to take a look at... |

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :120
DATE 9/10/2010
REVISION #
JOB #
CODE
PAGE 2 of 8

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.

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

PRES (OC): Get started by calling for your free information kit and guide to Medicare.

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :120
DATE 9/10/2010
REVISION #
JOB #
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PAGE 3 of 8

VIDEO

AUDIO

- | VIDEO | AUDIO |
|--|---|
| 7. Cut to dramatically lit wall within exhibit.

Super: Medicare Part B only covers about 80% | PRES (VO): As you probably know, Medicare only covers about 80% of your Part B medical expenses. The rest is up to you. |
| 8. Super: Medicare supplement insurance helps cover the other 20% or more

Letterbox Super: LOGO

1-800-XXX-XXXX TOLL-FREE | PRES (VO): A Medicare supplement insurance plan helps cover some of it. |
| 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. | PRES (VO): That could save you up to thousands of dollars a year in out-of-pocket costs. |
| 10. Cut to medium shot of presenter. | PRES (OC): And you can visit any doctor who accepts Medicare patients. |

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :120
DATE 9/10/2010
REVISION #
JOB #
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PAGE 4 of 8

VIDEO

AUDIO

11. Camera moves from presenter to two Medicare age women perusing 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: Competitive rates
13. Cut to dramatically lit wall within exhibit.
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.
- PRES (VO): With Medicare supplement insurance, you'll find a range of plans to choose from...
- PRES (VO): ...to fit your needs and budget.
- PRES (VO): There are no networks. No referrals to see a specialist.

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :120
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REVISION #
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VIDEO

AUDIO

- | VIDEO | AUDIO |
|---|---|
| 14. Super: Help budget medical costs | PRES (VO): And you could get a pretty good idea what your out-of-pocket costs will be every month. |
| 15. Super: Plans travel with you | PRES (VO): Plus, these plans travel with you anywhere in the U.S. |
| 16. Cut to medium shot of presenter, clocks in background.

Letterbox Super: Call for free guide

1-800-XXX-XXXX TOLL-FREE | PRES (OC): Don't let this time go by without considering... |
| 17. Cut back to women admiring exhibit.

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 (OC): ...if an AARP Medicare Supplement Insurance Plan is right for you. It's as easy as a phone call. |

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :120
DATE 9/10/2010
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JOB #
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VIDEO

AUDIO

18. Cut to dramatically lit wall within the exhibit.
Super: Medicare Supplement Insurance (CARD)
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.
19. Cut to medium shot of exhibit as presenter walks toward camera.
Super: Helps cover out-of-pocket costs
Letterbox Super: LOGO
1-800-XXX-XXXX TOLL-FREE
20. Super: Save up to thousands of dollars
- PRES (VO): Rates are competitive. And these are the only Medicare supplement insurance plans exclusively endorsed by AARP.
- PRES (OC): Remember, Medicare doesn't cover everything. Medicare supplement insurance plans help pay for some of the rest.
- PRES (OC): You could save up to thousands of dollars a year in out-of-pocket costs.

Television Script

CLIENT UnitedHealthcare Insurance Company
PRODUCT AARP Medicare Supplement Plans
TITLE "Clocks/Year Round"
LENGTH :120
DATE 9/10/2010
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JOB #
CODE
PAGE 7 of 8

VIDEO

AUDIO

21. Super: Keep your own doctor

PRES (OC): And you can choose any doctor or hospital that accepts Medicare patients.

22. Cut to close up of presenter.

PRES (OC): An AARP Medicare Supplement Insurance Plan could be an option to get the coverage you need at a competitive rate.

23. Cut to wide shot of presenter.

PRES (OC): So don't wait another minute. Be sure to call today.

Super: TTY 711

Letterbox Super: Call for a free guide,

1-800-XXX-XXXX TOLL-FREE

Television Script

CLIENT	UnitedHealthcare Insurance Company
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VIDEO

AUDIO

24. Cut to end frame featuring information kit and guide.
Super: Call for a free guide
LOGO
TTY 711
Super: TV278ST

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