

SERFF Tracking Number: MUTM-127691132 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 49962
Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - AFN40102-435
Project Name/Number: Long Term Care Advertising / AFN40102-435

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127691132 State: Arkansas
AFN40102-435

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 49962

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: VERONICA BOOTH

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Donna Lambert

Author: Veronica Booth

Disposition Date: 10/10/2011

Date Submitted: 10/06/2011

Disposition Status: Filed

Implementation Date Requested:

Implementation Date: 11/10/2011

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Status of Filing in Domicile:

Project Number: AFN40102-435

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 10/10/2011

State Status Changed: 10/10/2011

Deemer Date:

Created By: Veronica Booth

Submitted By: Veronica Booth

Corresponding Filing Tracking Number:

Filing Description:

NAIC #: 261-71412

FEIN #: 47-0246511

Mutual of Omaha Insurance Company

Long Term Care Advertising

Webpage: AFN40102-435

Testimonial Video Transcript: AFN44117

Enclosed for filing with your Department is a copy of the above-captioned Long-Term Care Insurance advertising. These forms are new and are not intended to replace any previously approved forms.

Advertisement AFN44117 is a transcript of a consumer testimonial video that will appear within webpage AFN40102-

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435, which will be made part of our corporate website. The transcript documents the real life story of Tina Ogelsby in the words of her children, Scott Ogelsby and Amy Tillman, and their insurance agent, Dewey Meyer. The parties involved are not paid actors and they are not reading from a script. We obtained written permission to use their testimony and they did not receive monetary compensation for their testimony.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Thank you for the review of this filing.

Sincerely,

Corporate Compliance and Ethics Division
For Questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant
Mutual of Omaha 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance Company	CoCode: 71412	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Health Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6910 ext. [Phone]	FEIN Number: 47-0246511	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$100.00

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Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$100.00	10/06/2011	52534723

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Donna Lambert	10/10/2011	10/10/2011

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Disposition

Disposition Date: 10/10/2011

Implementation Date: 11/10/2011

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Variable Material for Advertising Form	Filed	No
Form	Webpage	Filed	No
Form	Testimonial Video Transcript	Filed	No

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Form Schedule

Lead Form Number: AFN40102-435

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 10/10/2011	AFN40102-435	Advertising	Webpage	Initial		0.000	AFN40102-435 (brackets).pdf
Filed 10/10/2011	AFN44117	Advertising	Testimonial Video Transcript	Initial		0.000	AFN44117.pdf



Long-Term Care Insurance

Nebraska

(800) 896-5988 or

[Connect with Us](#)

Learn

- [Test Your Long-Term Care IQ](#)
- [The Basics of Long-Term Care](#)
- [Glossary](#)
- [State Resources](#)
- [Learn about Long-Term Care Insurance](#)
- [Policy Benefits](#)
- [Seven Reasons People Buy](#)

Plan

- [Cost of Care](#)
- [Projecting Future Costs](#)
- [Planning Guide](#)
- [Planning Checklists](#)
- [Why Choose Us?](#)
- [Get a Quote](#)

[Print](#) [E-mail](#) [Share](#) [+1](#)

Mutual of Omaha Insurance Company One Customer's Story



"Not only do we not have to worry about where she is, we are comfortable in knowing that she chose it."

Amy Tillman

Daughter of LTCi policyholder Tina Oglesby

[Watch Tina's Story](#)



Tina Oglesby didn't want her kids to take care of her the way she'd cared for her husband and mother. So she purchased a long-term care insurance policy and selected the facility where she wanted to live when the time came. Now, her children, Amy and Scott, are confident their mother is happy and well cared for. And they're grateful for this gift she's given them.

If you have questions and would like to schedule an appointment, call toll free

(800) 896-5988 or

[Connect with Us](#)

Tina Ogelsby – LTC Insurance

SCOTT: My name's Scott Ogelsby.

AMY: And I'm Amy Tillman. And, we are Tina Ogelsby's children.

SCOTT: My mom purchased long term care insurance for her.

AMY: She could see how much money and effort was taken she had gone through that with both her mom and my dad and she didn't want to have us have to do that.

DEWEY: Based on her dad's situation, her and her brother, Scott, just knew the long term benefit if someday Tina needed the care, that they had a plan in place to help make sure she had the freedom to choose where she would go.

SCOTT: Well, it was nice that she was able to go around town; select the facility that she wanted to live in.

AMY: See which one she was comfortable with. Where she liked the staff, the location.

TINA: It's a very nice place here. The whole thing about living here is nice. I couldn't ... I can't believe it sometimes. The people are so nice. And, um, we have things to do and all that. They just take care of us really good.

AMY: Not only do we not have to worry about where she is, we are comfortable in knowing that she chose it. And, she's very happy here.

DEWEY: Their mother's well taken care of. They don't have to worry. They can focus on their own families and be able to be there for her emotionally.

SCOTT: My wife and I recently purchased some long term care insurance because of how well it's worked for my mom. Sooner or later we may have to use the policy and knowing that it is there is again just another peace of mind.

AMY: And my husband and I also recently purchased a long term care policy for the same reasons. We don't want to put our kids through any problems. We'd love to be able to give them what my mom gave to us.

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Variable Material for Advertising Form	Filed	Date: 10/10/2011
Comments:		
Attachment: VM-AFN40102-435.pdf		

VARIABLE MATERIAL FOR ADVERTISING FORM

Form Number AFN40102-435

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

Section

Connect with Us buttons

Explanation

These buttons will contain one of the following statements, each option will connect customer with a licensed agent.

Connect with an Agent (will not be used in WA)

Take the next step

Ready to get started?

Ask about insurance today

Send Questions or Comments

Start Now

Request a Quote

Get Your Free Quote

Get Started Now

Connect with Us

Phone number [800-896-5988]

The phone number is variable in the instance it may change in the future