

SERFF Tracking Number: MUTM-127741131 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 50089
Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - ML11869_0911
Project Name/Number: Long Term Care Advertising /ML11869_0911

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127741131 State: Arkansas
ML11869_0911

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 50089

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: 10/24/2011

Date Submitted: 10/21/2011

Disposition Status: Filed

Implementation Date Requested:

Implementation Date: 11/24/2011

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Status of Filing in Domicile:

Project Number: ML11869_0911

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: 10/24/2011

State Status Changed: 10/24/2011

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

ML11869_0911

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

We request that information in brackets be considered variable.

SERFF Tracking Number: MUTM-127741131 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 50089
Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - ML11869_0911
Project Name/Number: Long Term Care Advertising /ML11869_0911

Thank you for your review of this filing.

Sincerely,

Carly Cole
Product and Advertising Compliance Consultant
Regulatory Affairs
Phone: 402-351-2476
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

vb

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: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|---------|--------|----------------|---------------|
|---------|--------|----------------|---------------|

SERFF Tracking Number: MUTM-127741131 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 50089
Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - ML11869_0911
Project Name/Number: Long Term Care Advertising /ML11869_0911
Mutual of Omaha Insurance Company \$50.00 10/21/2011 53066440

SERFF Tracking Number: MUTM-127741131 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 50089
Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - ML11869_0911
Project Name/Number: Long Term Care Advertising /ML11869_0911

Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------|---------------|------------|----------------|
| Filed | Donna Lambert | 10/24/2011 | 10/24/2011 |

SERFF Tracking Number: MUTM-127741131 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 50089
Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - ML11869_0911
Project Name/Number: Long Term Care Advertising /ML11869_0911

Disposition

Disposition Date: 10/24/2011

Implementation Date: 11/24/2011

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: MUTM-127741131 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 50089
Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - ML11869_0911
Project Name/Number: Long Term Care Advertising /ML11869_0911

| Schedule Form | Schedule Item Letter | Schedule Item Status Filed | Public Access No |
|----------------------|-----------------------------|-----------------------------------|-------------------------|
|----------------------|-----------------------------|-----------------------------------|-------------------------|

SERFF Tracking Number: MUTM-127741131 State: Arkansas
 Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 50089
 Company Tracking Number: VERONICA BOOTH
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
 Product Name: Long Term Care Advertising - ML11869_0911
 Project Name/Number: Long Term Care Advertising /ML11869_0911

Form Schedule

Lead Form Number: ML11869_0911

| Schedule Item | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|---------------------|-------------|-----------|--------------------|---------|----------------------|-------------|------------------|
| Filed 10/24/2011 | 911 | ML11869_0 | Advertising Letter | Initial | | 0.000 | ML11869_0911.pdf |

[Your Licensed Company Name Required]

[Agent Name]

[Agent Address]

[Agent City, State, ZIP]

[Agent Phone Number]

[Agent E-mail]

Why do you need long-term care insurance?

There are a lot of good reasons:

- You realize you're getting older and may need help someday
- You want to stay at home as long as possible
- You've seen what happens to people who don't have it
- You don't want your family to take care of you
- You don't want to spend your life savings on long-term care services
- You want to leave an inheritance for your kids
- You know it's the smart thing to do

You may be surprised to learn that long-term care insurance may be more affordable than you think. A Mutual Care® Plus long-term care insurance policy from Mutual of Omaha Insurance Company provides coverage to help pay for the services you need in the setting that's right for you – whether in your home, an assisted living facility or a nursing home. The policy covers the essential long-term care services people use most often, and that means you don't pay for a lot of extra features and benefits you may never need.

I hope you'll allow me to show you just how affordable a Mutual Care® Plus insurance policy may be. Please call or e-mail me soon. I'll be happy to provide an assessment of your long-term care insurance needs at no cost or obligation.

Sincerely,

[Agent Name]

An Independent Licensed Agent

P.S. Do you already own a Medicare supplement insurance policy from Mutual of Omaha Insurance Company or one of our affiliates? If so, you'll receive a five-percent premium allowance on your Mutual Care Plus long-term care insurance premium. It's our way of thanking you for being a loyal customer.

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175-0001. 1-800-775-6000 Policy forms LTC09M, LTC09M-AG (or state equivalent) In ID: LTC09M-ID, LTC09M-AG-ID, In OK: LTC09M-OK, LTC09M-AG-OK, In OR: LTC09M-OR, LTC09M-AG-OR, In PA: LTC09M-PA, LTC09M-AG-PA, In WA: LTC09M-WA, LTC09M-AG-WA. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent* or write to the company. This is a solicitation of insurance. You may be contacted by telephone by an insurance agent.*

*In WA, all references to agent should be replaced with producer.

ML11869_0911



**MUTUAL OF OMAHA
INSURANCE COMPANY**