

SERFF Tracking Number: UHLC-127729762 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50055
Company Tracking Number: CA25166ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/CA25166ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127729762 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50055

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: CA25166ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

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

Disposition Date: 10/21/2011

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

Bobbie Walton

Date Submitted: 10/18/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: ADVERTISING

Status of Filing in Domicile: Not Filed

Project Number: CA25166ST

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

Group Market Type: Association

Overall Rate Impact:

Filing Status Changed: 10/21/2011

State Status Changed: 10/21/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Bobbie Walton

Corresponding Filing Tracking Number: CA25166ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement. The material included within this filing is an Invitation to Inquire.

CMS approved this advertising on October 4, 2011.

SERFF Tracking Number: UHLC-127729762 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50055
 Company Tracking Number: CA25166ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/CA25166ST

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 X 1 + \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	10/18/2011	52941276

SERFF Tracking Number: UHLC-127729762 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50055
Company Tracking Number: CA25166ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/CA25166ST

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	10/21/2011	10/21/2011

SERFF Tracking Number: UHLC-127729762 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:* 50055
Company Tracking Number: CA25166ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/CA25166ST

Disposition

Disposition Date: 10/21/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-127729762 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50055
 Company Tracking Number: CA25166ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/CA25166ST

Form Schedule

Lead Form Number: CA25166ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 10/21/2011	CA25166S	Advertising	SELF MAILER	Initial		45.000	CA25166ST_filing.pdf



MedicareRx Plans
insured through **UnitedHealthcare**



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

= More Complete Health Care Coverage

Want to learn about how both AARP Medicare Rx Plans and AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company (UnitedHealthcare), can work together to provide you with more complete health coverage?

[It's not too late!]



**Call now [Agent/Producer Name]
[1-800-272-2146], TTY: 711**

Licensed Insurance Agent/Producer Contracted with UnitedHealthcare

The AARP Medicare Prescription Drug Plan (PDP) is insured or covered by UnitedHealthcare Insurance Company or one of its affiliates, a Medicare-approved Part D sponsor.

UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers. You do not need to be an AARP member to enroll in a Part D plan. AARP encourages you to consider your needs when selecting products and does not make specific product recommendations for individuals.

AARP Medicare Supplement Insurance Plans are Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents).

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

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.

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.

If you prefer, you can contact UnitedHealthcare directly for more information at 1-888-867-5564, TTY 711, from 8a.m. to 8p.m., 7 days a week.

An agent/producer can provide complete information including benefits, costs, eligibility requirements, exclusions and limitations.

One Company. Two Plans. More Complete Coverage.

Get your prescription drug coverage and Medicare supplement insurance from the same insurer.

Call today for more info!

[Agent/Producer Name]
[Agent/Producer Address]
[Agent/Producer Address]



[SAMPLE A. SAMPLE]
[123 ANY STREET]
[ANY CITY, STATE 12345-6789]

SERFF Tracking Number: UHLC-127729762 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50055
Company Tracking Number: CA25166ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/CA25166ST

Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: SOV	Filed-Closed	Date: 10/21/2011
Comments:		
Attachment:		
SOVCA25166ST.pdf		

CMS approved- 10/04/2011

Variable Information	Description
[It's not too late!]	"It's Not Too Late" will only be included when mailed during the PDP annual enrollment period and removed when mailed outside of this period.
[Agent/Producer Name] [1-800-272-2146]	Agent/Producer Name and phone number
[Agent/Producer Name] [Agent/Producer Address] [Agent/Producer Address]	Agent contact information
[SAMPLE A. SAMPLE] [123 ANY STREET] [ANY CITY, STATE 12345-6789]	Customer address

SOVCA25166ST