

SERFF Tracking Number: UHLC-127851727 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50364
Company Tracking Number: CA25174ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/CA25174ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127851727 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50364

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: CA25174ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

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

Disposition Date: 12/09/2011

Date Submitted: 11/30/2011

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: CA25174ST

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: 12/09/2011

State Status Changed: 12/09/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Bobbie Walton

Corresponding Filing Tracking Number: CA25174ST

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.

The Business Reply Cards - CA25174STBRC, CA25175STBRC and CA25176STBRC- that will be used with these advertisements are also attached for your review.

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 Plans 2010
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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: \$300.00
 Retaliatory? No
 Fee Explanation: \$50 X 6 = \$300
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$300.00	11/30/2011	54141691

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	12/09/2011	12/09/2011

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Disposition

Disposition Date: 12/09/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	SOV	Filed-Closed	Yes
Form	SELF MAILER	Filed-Closed	Yes
Form	BUSINESS REPLY CARD	Filed-Closed	Yes
Form	SELF MAILER	Filed-Closed	Yes
Form	BUSINESS REPLY CARD	Filed-Closed	Yes
Form	SELF MAILER	Filed-Closed	Yes
Form	BUSINESS REPLY CARD	Filed-Closed	Yes

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Form Schedule

Lead Form Number: CA25174ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 12/09/2011	CA25174S T	Advertising	SELF MAILER	Initial		45.000	CA25174STn oBRC.pdf
Filed-Closed 12/09/2011	CA25174S TBRC	Advertising	BUSINESS REPLY CARD	Initial		45.000	CA25174STB RC.pdf
Filed-Closed 12/09/2011	CA25175S T	Advertising	SELF MAILER	Initial		45.000	CA25175STn oBRC.pdf
Filed-Closed 12/09/2011	CA25175S TBRC	Advertising	BUSINESS REPLY CARD	Initial		45.000	CA25175STB RC.pdf
Filed-Closed 12/09/2011	CA25176S T	Advertising	SELF MAILER	Initial		45.000	CA25176STn oBRC.pdf
Filed-Closed 12/09/2011	CA25176S TBRC	Advertising	BUSINESS REPLY CARD	Initial		45.000	CA25176STB RC.pdf



For me, value is more than just a good price— it means leaving the customer with a smile | GO LONG™

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

PRSRT STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

AARP Medicare Supplement Insurance Plans
Insured by **UnitedHealthcare Insurance Company**
P.O. Box 1017
Montgomeryville, PA 18936-1017

As an AARP member,
you're eligible for competitive rates and more.

Open here for details. 

[John Q. Lasername]
[123 Any Street]
[Apt. 1A]
[Anytown, PA 12345-1234]

CA25174ST

Get competitive
group rates.

Mail this card today
to learn more about
AARP Medicare
Supplement Plans.





Competitive rates plus outstanding satisfaction

Discover AARP Medicare Supplement Plans

As an AARP member, you're eligible to apply for an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare). Like all standardized Medicare supplement plans, this insurance helps pay some of the costs Medicare doesn't pay and allows you to choose any doctor or hospital who accepts Medicare patients.

In addition, the AARP Medicare Supplement Plan offers key advantages, including:

- **The AARP name.** These are the only Medicare supplement plans to carry the name of AARP, the organization founded to improve the lives of Americans age 50 and over.
- **Competitive group rates.** These rates are available exclusively to AARP members like you.
- **Backed by the stability of UnitedHealthcare.** So you can be confident knowing your coverage is provided by an industry leader and will be here for you for years to come.
- **Outstanding customer satisfaction.** 96% of surveyed planholders reported being fully satisfied with their AARP Medicare Supplement Plan.*

To learn why [2.9] million AARP members have chosen an AARP Medicare Supplement Plan, insured by UnitedHealthcare, the only plan of its type to carry the AARP name, **send for your FREE Decision Guide today.****

Get the value you want. Call today.



To get your **FREE Decision Guide**, mail the card below.
Or, to speak to a licensed insurance agent/producer, call
[1-800-523-5800], code [XXX]

Weekdays, 7 a.m. to 11 p.m.
Saturday 9 a.m. to 5 p.m., ET.
TTY users can call 711.

*GfK Custom Research NA, "Medicare Supplement Plan Satisfaction Posted Questionnaire," 9/14/10, <http://www.uhcmedsupstats.com> or call [1-800-523-5800] to request a copy of the full report

**infogroup/ORC, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," December, 2010, www.uhcmedsupstats.com or call [1-800-523-5800] to request a copy of the full report.

AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. 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.

AARP does not employ or endorse agents, brokers or producers.

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.

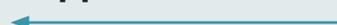
Not connected with or endorsed by the U.S. Government or the federal Medicare program.

This is a solicitation of insurance. A licensed insurance agent/producer may contact you.

Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

Get competitive
group rates.

Mail this card today
to learn more about
AARP Medicare
Supplement Plans.



YES!

Please send me complete information about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, including benefits, costs, eligibility requirements, exclusions and limitations.

Or call a licensed insurance agent/producer at [1-800-523-5800], code [XXX].

[Sample A. Sample]

[123 Any Street]

[Anytown USA 12345-1234]

Date of Birth ___/___/_____

Phone _____

E-mail Address _____

Medicare (Part B)

Effective Date ___/___/_____

This is a solicitation of insurance. An agent/producer may contact you.

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CA25174STBRC

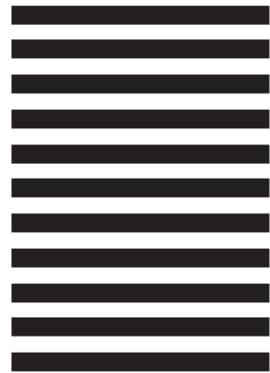


Medicare Supplement Plans

insured by **UnitedHealthcare
Insurance Company**



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IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO.45 LEHIGH VALLEY, PA

POSTAGE WILL BE PAID BY ADDRESSEE

**UNITEDHEALTHCARE
INSURANCE COMPANY
PO BOX 25601
LEHIGH VALLEY PA 18003-9905**



Learn more today.

Mail this card today to learn more about AARP Medicare Supplement Plans.

FPO

Let go of anything that holds you back | GO LONG™

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

AARP Medicare Supplement Insurance Plans
Insured by **UnitedHealthcare Insurance Company**
P.O. Box 1017
Montgomeryville, PA 18936-1017

PRSR1 STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

Get the **flexibility** to choose your own doctor that accepts Medicare patients, the **freedom** to travel, outstanding customer **satisfaction**, and much more.

Discover the health insurance available to you as an AARP member. ▶

[John Q. Lasername]
[123 Any Street]
[Apt. 1A]
[Anytown, PA 12345-1234]

Discover the advantages of AARP Medicare Supplement Plans

As an AARP member, you can apply for an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare). Like all standardized Medicare supplement plans, this insurance helps pay some of the costs Medicare doesn't pay and allows you the flexibility to choose any doctor who accepts Medicare patients with no network restrictions. Your plan travels with you anywhere in the United States.

In addition, an AARP Medicare Supplement Plan offers you a number of advantages, including:

- **Endorsement by AARP.** These are the only plans of this type endorsed by AARP, the organization dedicated to improving the lives of Americans age 50 and over.
- **Outstanding customer satisfaction.** 96% of surveyed planholders are satisfied with their AARP Medicare Supplement Plan.*
- **Rapid claims processing.** 95% of customers surveyed who had a claim filed automatically were satisfied with how their claims were processed.*
- **Simple, easy communication.** You'll receive information that's straightforward and easy to understand, making it simpler than ever for you to manage your health insurance needs.

To discover why [2.9] million AARP members have already purchased an AARP Medicare Supplement Plan, send for your FREE Decision Guide today.**

*GfK Custom Research, "Medicare Supplement Plan Satisfaction Posted Questionnaire," 9/14/10, www.uhcmembers.com or call [1-800-523-5800] to request a copy of the full report.

**Infogroup/ORC, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," December, 2010, <http://www.uhcmembers.com> or call [1-800-523-5800] to request a copy of the full report.

To get your FREE Decision Guide,
mail the card below. Or, to speak with
a licensed insurance agent/producer,
call [1-800-523-5800], code [XXX]



Weekdays, 7 a.m. to 11 p.m.
Saturday 9 a.m. to 5 p.m., ET.
TTY users can call 711.

Extend your reach

AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. 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.

AARP does not employ or endorse agents, brokers or producers.

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.

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

This is a solicitation of insurance. A licensed insurance agent/producer may contact you.

Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

Get the facts.

Mail this card today
to learn more about
AARP Medicare
Supplement Plans.

YES!

Please send me complete information about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, including benefits, costs, eligibility requirements, exclusions and limitations.

Or call a licensed insurance agent/producer at [1-800-523-5800], code [XXX].

[Sample A. Sample]

[123 Any Street]

[Anytown USA 12345-1234]

Date of Birth ___/___/_____

Phone _____

E-mail Address _____

Medicare (Part B)

Effective Date ___/___/_____

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CA25175STBRC



Medicare Supplement Plans

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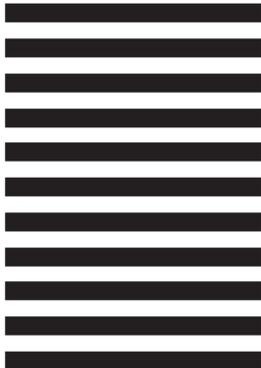


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POSTAGE WILL BE PAID BY ADDRESSEE

**UNITEDHEALTHCARE
INSURANCE COMPANY
PO BOX 25601
LEHIGH VALLEY PA 18003-9905**





When you're with the right group of friends – you're always holding a winning hand | GO LONG

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

AARP Medicare Supplement Insurance Plans
Insured by **UnitedHealthcare Insurance Company**
P.O. Box 1017
Montgomeryville, PA 18936-1017

PRSRT STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

Concerned about recent changes to your health insurance?

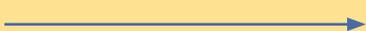
As an AARP member, you've got options specifically for you. Open here for details ▶

[John Q. Lasername]
[123 Any Street]
[Apt. 1A]
[Anytown, PA 12345-1234]

CA25176ST

Get your
FREE
Decision Guide.

Mail this card today to learn more about AARP Medicare Supplement Plans.





Make a change that's right for you: AARP Medicare Supplement Plans

Has your health insurance changed lately? If it has, those changes may mean more money coming out of your pocket.

Fortunately, you can make a change of your own. As an AARP member, you can apply for an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare).

Like all standardized Medicare supplement plans, these plans help pay some of the costs Medicare doesn't pay and allows you to choose any doctor or hospital who accepts Medicare patients. More importantly, the basic structure of these plans don't change from year-to-year – so you can count on a plan to meet your needs for many years to come.

Plus, the AARP Medicare Supplement Plan offers some valuable advantages, including:

- **Competitive group rates.** These rates are available exclusively to AARP members like you.
- **Chosen by millions of AARP members.** AARP Medicare Supplement Insurance is the health insurance plan of choice for [2.9] million AARP members nationwide.*
- **Outstanding customer satisfaction.** 9 of 10 planholders surveyed said they would recommend their AARP Medicare Supplement Plan to a friend, and 96% reported being fully satisfied with their AARP Medicare Supplement Plan.**

To learn more about AARP Medicare Supplement Plans, insured by UnitedHealthcare, the only plan of its type to carry the AARP name, **send for your FREE Decision Guide today.**

Give yourself a winning hand



**To get your FREE Decision Guide, mail the card below.
Or, to speak to a licensed insurance agent/producer,
call [1-800-523-5800], code [XXX]**

Weekdays, 7 a.m. to 11 p.m.
Saturday 9 a.m. to 5 p.m., ET.
TTY users can call 711.

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FREE
Decision Guide.

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AARP Medicare
Supplement Plans.**



YES! Please send me complete information about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, including benefits, costs, eligibility requirements, exclusions and limitations.
Or call a licensed insurance agent/producer at [1-800-523-5800], code [XXX].

[Sample A. Sample]
[123 Any Street]
[Anytown USA 12345-1234]

Date of Birth ___/___/_____

Phone _____

E-mail Address _____

Medicare (Part B)

Effective Date ___/___/_____

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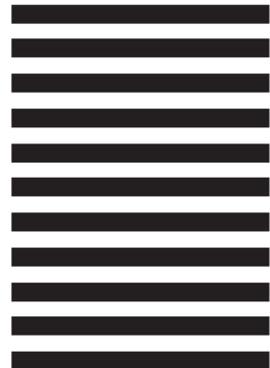
CA25176STBRC



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



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BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO.45 LEHIGH VALLEY, PA

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UNITEDHEALTHCARE
INSURANCE COMPANY
PO BOX 25601
LEHIGH VALLEY PA 18003-9905



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Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/CA25174ST

Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: SOV	Filed-Closed	Date: 12/09/2011
Comments:		
Attachments:		
CA25174STSOVncn.pdf		
CA25175STSOVncn.pdf		
CA25176STSOVncn.pdf		

CA25174ST

Variable	Description
[John Q. Lasername] [123 Any Street] [Apt. 1A] [Anytown, PA 12345-1234]	Recipient name and address
[2.9]	The amount of AARP members who have purchased an AARP Medicare Supplement Plan
[1-800-523-5800] code [XXX]	Contact number and internal code for further info. Telephone number/code may change with each mail date. (Different phone numbers/codes are used internally in order to track consumer response rates.)

CA25174STBRC

Variable	Description
[Same A. Sample] [123 Any Street] [Anytown, USA 12345-1234]	Recipient name and address
[1-800-523-5800] code [XXX]	Contact number and internal code for further info. Telephone number/code may change with each mail date. (Different phone numbers/codes are used internally in order to track consumer response rates.)

CA25175ST

Variable	Description
[John Q. Lasername] [123 Any Street] [Apt. 1A] [Anytown, PA 12345-1234]	Recipient name and address
[2.9]	The amount of AARP members who have purchased an AARP Medicare Supplement Plan
[1-800-523-5800] code [XXX]	Contact number and internal code for further info. Telephone number/code may change with each mail date. (Different phone numbers/codes are used internally in order to track consumer response rates.)

CA25175STBRC

Variable	Description
[Same A. Sample] [123 Any Street] [Anytown, USA 12345-1234]	Recipient name and address
[1-800-523-5800] code [XXX]	Contact number and internal code for further info. Telephone number/code may change with each mail date. (Different phone numbers/codes are used internally in order to track consumer response rates.)

CA25176ST

Variable	Description
[John Q. Lasername] [123 Any Street] [Apt. 1A] [Anytown, PA 12345-1234]	Recipient name and address
[2.9]	The amount of AARP members who have purchased an AARP Medicare Supplement Plan
[1-800-523-5800] code [XXX]	Contact number and internal code for further info. Telephone number/code may change with each mail date. (Different phone numbers/codes are used internally in order to track consumer response rates.)

CA25176STBRC

Variable	Description
[Same A. Sample] [123 Any Street] [Anytown, USA 12345-1234]	Recipient name and address
[1-800-523-5800] code [XXX]	Contact number and internal code for further info. Telephone number/code may change with each mail date. (Different phone numbers/codes are used internally in order to track consumer response rates.)