

SERFF Tracking Number: UHLC-127854238 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50374
Company Tracking Number: AS2683ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/AS2683ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127854238 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50374

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: AS2683ST

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

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

Bobbie Walton

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: AS2683ST

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: AS2683ST

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 materials included within this filing are Invitations to Inquire.

Company and Contact

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 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
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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: \$400.00
 Retaliatory? No
 Fee Explanation: \$50 X 8 = \$400
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$400.00	11/30/2011	54154812

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Correspondence Summary

Dispositions

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

SERFF Tracking Number: UHLC-127854238 *State:* Arkansas
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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	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes

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Form Schedule

Lead Form Number: AS2683ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 12/09/2011	AS2683ST	Advertising	PRINT AD	Initial		45.000	AS2683ST.pdf
Filed-Closed 12/09/2011	AS2685ST	Advertising	PRINT AD	Initial		45.000	AS2685ST.pdf
Filed-Closed 12/09/2011	AS2686ST	Advertising	PRINT AD	Initial		45.000	AS2686ST.pdf
Filed-Closed 12/09/2011	AS2687ST	Advertising	PRINT AD	Initial		45.000	AS2687ST.pdf
Filed-Closed 12/09/2011	AS2688ST	Advertising	PRINT AD	Initial		45.000	AS2688ST.pdf
Filed-Closed 12/09/2011	AS2689ST	Advertising	PRINT AD	Initial		45.000	AS2689ST.pdf
Filed-Closed 12/09/2011	AS2690ST	Advertising	PRINT AD	Initial		45.000	AS2690ST.pdf
Filed-Closed 12/09/2011	AS2692ST	Advertising	PRINT AD	Initial		45.000	AS2692ST.pdf



I'll always be his best man

It's good to have something you can count on. 9 out of 10 surveyed members* would recommend AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company to their friends and family. And, they're the only Medicare supplement plans endorsed by AARP** | **GO LONG™**

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

Learn more at **[GoLong.com]**
or call **[1 8XX-XXX-XXXX]**
[code xxx], TTY:711

*GfK Custom Research NA, "Medicare Supplement Plan Satisfaction Posted Questionnaire," 9/14/10, 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.

AS2683ST



The slower it simmers,
the richer the flavor

People all over America have relied on AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company for more than a decade. Today, 9 out of 10 surveyed members* recommend the only plans of their kind to carry the AARP name | **GO LONG™**

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

Learn more at **[GoLong.com]**
or call **[1 8XX-XXX-XXXX]**
[code xxx], TTY:711

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AS2685ST



Even the best kept gardens have room to grow

When something's great, it catches on fast. In just over a decade, AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company have grown to over 2.9 million strong* | **GO LONG™**

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

Learn more at **[GoLong.com]**
or call **[1 8XX-XXX-XXXX]**
[code xxx], TTY:711

*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.

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AS2686ST

GO LONG



There are no shortcuts
when you build it to last

When something's worth doing, it's worth doing right. UnitedHealthcare Insurance Company has over 30 years experience and has served AARP members for more than a decade. In fact, AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company have a 96% customer satisfaction survey rating* | **GO LONG™**

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

Learn more at **[GoLong.com]**
or call **[1 8XX-XXX-XXXX]**
[code xxx], TTY:711

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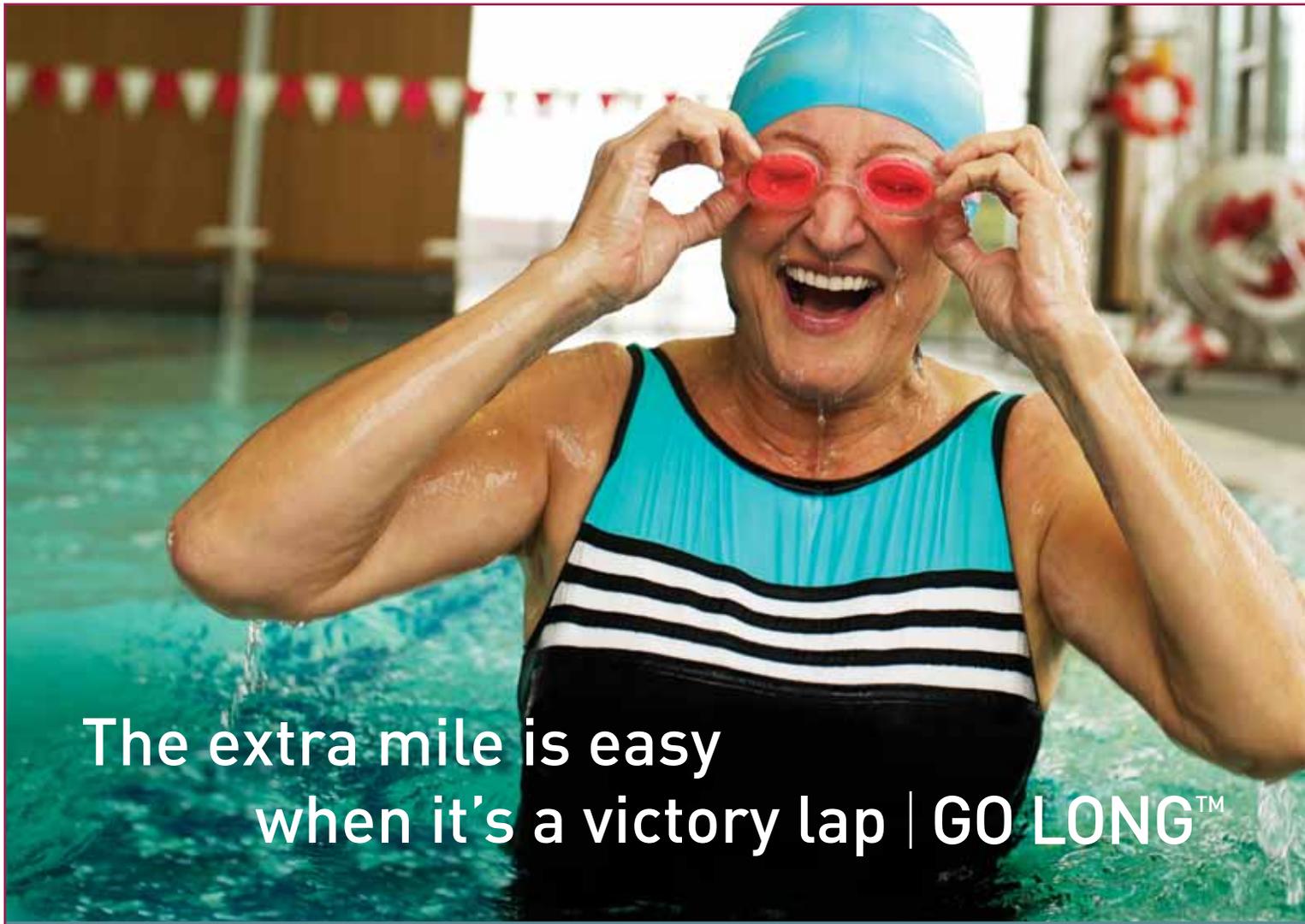
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Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

AS2687ST



The extra mile is easy when it's a victory lap | GO LONG™

With more than 2.9 million people* enrolled, AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company have the largest Medicare supplement membership in the nation.

- 96% customer satisfaction survey rating**
- 9 out of 10 insured members surveyed recommend this plan**
- The only Medicare supplement insurance plans to carry the AARP name

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

Learn more at **[GoLong.com]**
or call **[1 8XX-XXX-XXXX]**
[code xxx], TTY:711

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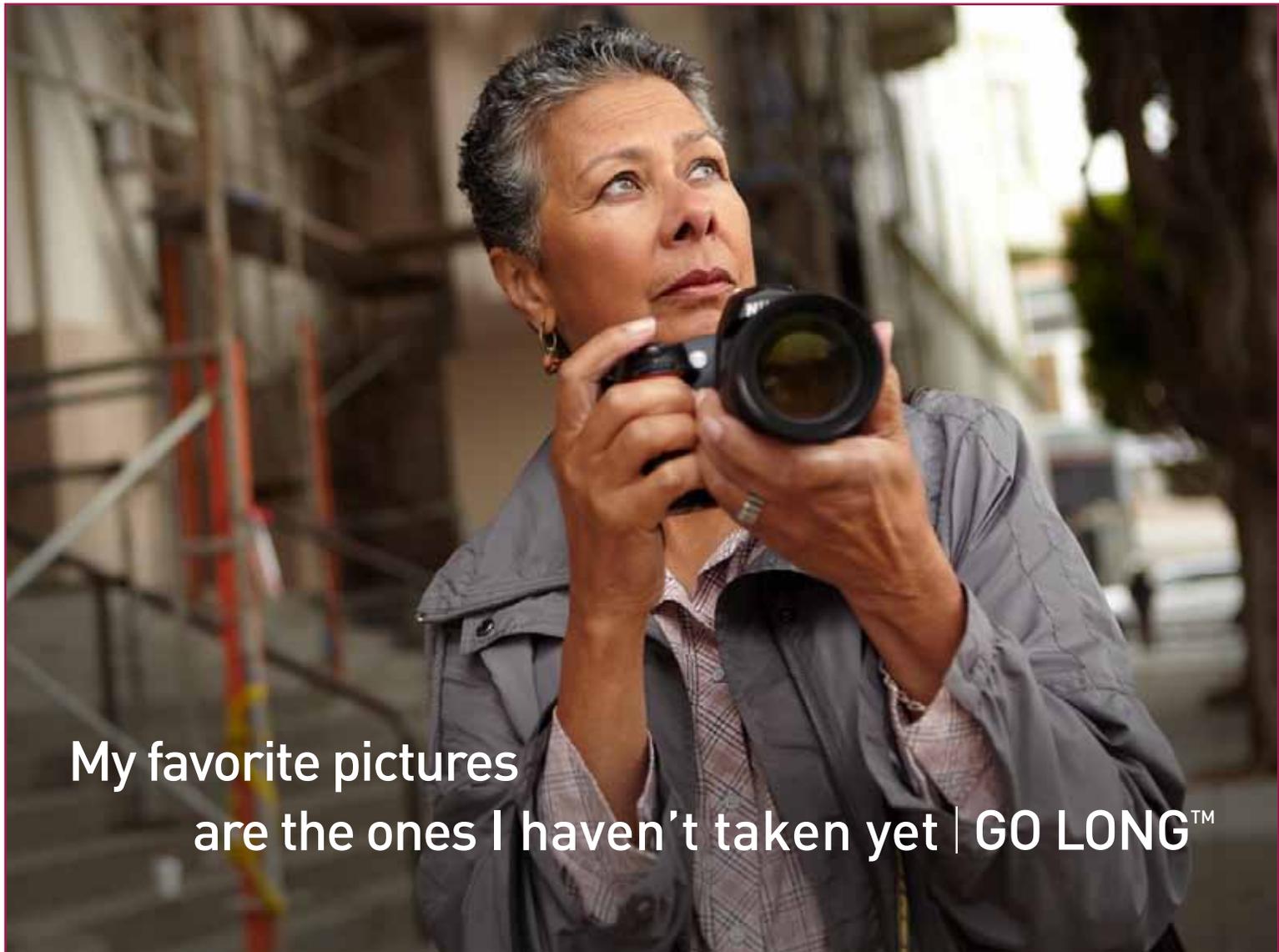
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AS2688ST



My favorite pictures
are the ones I haven't taken yet | GO LONG™

There's no telling what opportunities lie ahead. Choose a plan to go the distance with you. AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company are the only plans of their kind to carry the AARP name, and like all Medicare supplement plans they offer:

- The ability to keep or choose any doctor who accepts Medicare patients
- No referrals needed to see a specialist
- Guaranteed coverage for life*

AARP® | Medicare Supplement Plans
insured by UnitedHealthcare
Insurance Company

Learn more at **[GoLong.com]**
or call **[1 8XX-XXX-XXXX]**
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*As long as you pay your premiums on time and have made no material misrepresentation on the application.

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AS2689ST



My long-term goal is to live forever
So far, so good

With more than 2.9 million insured members* and a 96% customer satisfaction survey rating,** AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company have what it takes to go the distance with you | **GO LONG™**

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

Learn more at **[GoLong.com]**
or call **[1 8XX-XXX-XXXX]**
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Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

AS2690ST



Even the best kept gardens have room to grow

A little extra care and commitment can go a long way. UnitedHealthcare Insurance Company has provided quality health insurance solutions to AARP members for more than a decade. Today, AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company are more than 2.9 million members* strong — and growing | **GO LONG™**

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

Learn more at **[GoLong.com]**
or call **[1 8XX-XXX-XXXX]**
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AS2692ST

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: SOV	Filed-Closed	Date: 12/09/2011
Comments:		
Attachment: AS2683STSOV W O.pdf		

Statement of Variability

AS2683ST, AS2685ST, AS2686ST, AS2687ST
AS2688ST, AS2689ST, AS2690ST, AS2692ST

Variable	Description
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[GoLong.com]	This URL may change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).
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Variable	Description
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[1-XXX-XXX-XXXX]	The phone # will change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).
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Variable	Description
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[Code XXX]	The 3 digit code will change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).
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