

SERFF Tracking Number: UHLC-127866237 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50404
Company Tracking Number: TV288ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/TV288ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127866237 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50404

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: TV288ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

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

Disposition Date: 12/12/2011

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

Bobbie Walton

Date Submitted: 12/06/2011

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: TV288ST

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: 12/12/2011

State Status Changed: 12/12/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Bobbie Walton

Corresponding Filing Tracking Number: TV288ST

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.

Company and Contact

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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: \$100.00
 Retaliatory? No
 Fee Explanation: \$50 X 2 = \$100
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$100.00	12/06/2011	54295066

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Correspondence Summary

Dispositions

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

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Disposition

Disposition Date: 12/12/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: TV288ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 12/12/2011	TV288ST	Advertising	TELEVISION SCRIPT	Initial		45.000	TV288ST.pdf
Filed-Closed 12/12/2011	TV289ST	Advertising	TELEVISION SCRIPT	Initial		45.000	TV289ST.pdf

VIDEO

AUDIO

1. Open on Woman 1 outside enjoying the fresh air.

Component Code:
TV288ST

2. She continues.

Component Code:
TV288ST

3. Cut to super in Woman 1 environment.

SUPER:
Medicare only covers about 80% of Part B.

4. Cut to super in Woman 1 environment.

SUPER:
The rest is up to you.

WOMAN 1:

I'm only in my 60's...I've got a nice long life ahead. Big plans.

So when I found out Medicare doesn't pay all my medical expenses, I looked at my options. Then I got a Medicare supplement insurance plan.

AVO:

If you're eligible for Medicare, you may know it only covers about 80% of your Part B medical expenses.

The rest is up to you.

VIDEO

AUDIO

5. Cut to super on sweep.

SUPER:

AARP Med Supp logo

LOWER THIRD SUPER:

(appears throughout)

[1-XXX-XXX-XXXX]

(rotates throughout)

TTY:711

Call Now for Free Guide

AARP Med Supp logo

[GoLong.com]

LEGAL SUPER:

AARP Medicare Supplement Insurance Plans. 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.

AVO:

Call now and find out about an AARP Medicare

Supplement Insurance Plan, insured by

UnitedHealthcare Insurance Company.

VIDEO

AUDIO

6. Cut to super on sweep.

SUPER:

All Medicare supplement plans help pay for what Medicare doesn't.

LEGAL SUPER:

AARP does not employ or endorse agents, brokers or producers. **Not connected with or endorsed by the U.S. Government or the federal Medicare program.**

7. Cut to super on sweep.

SUPER:

Medicare supplement plans could save you up to thousands of dollars.*

LEGAL SUPER:

*Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare Spending and the Medicare Program, June 2011.

<http://www.medpac.gov/Documents/Jun11DataBookEntireReport.pdf> (10 August, 2011) p. 55-57

Like all Medicare supplement insurance plans, it could pick up some of what Medicare doesn't pay.

And could save you thousands in out-of-pocket costs.

VIDEO	AUDIO
8. Cut to Man on his porch.	MAN: To me, relationships matter. I've been with my doctor for 12 years.
9. He continues.	Now I know I'll be able to stick with him.
10. Cut to super in man's environment. SUPER: Medicare supplement plans let you visit any doctor or hospital.	AVO: With these types of plans, you'll be able to visit any doctor or hospital that accepts Medicare patients.
11. Cut to super in man's environment. SUPER: No network. No referrals needed.	Plus there are no networks, and you never need a referral to see a specialist.

VIDEO	AUDIO
<p>12. Cut to super and Decision Guide on sweep.</p> <p>GRAPHIC: Decision Guide</p> <p>SUPER: Call now for a free Decision Guide.</p> <p>LEGAL SUPER: Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>	<p>So don't wait. Call now and request this free Decision Guide to help you better understand Medicare...</p>
<p>13. Decision Guide stays up.</p> <p>GRAPHIC: Decision Guide</p> <p>SUPER: Full range of plans</p> <p>LEGAL SUPER: This is a solicitation of insurance. An agent/producer may contact you.</p>	<p>and which AARP Medicare Supplement Plan might be best for you. There's a full range to choose from.</p>
<p>14. Cut to Woman 2 in her living room with husband in the background</p>	<p>WOMAN 2: We love to travel – and there's so much more to see.</p>

VIDEO	AUDIO
15. Action continues.	So we found a plan that can travel with us.
16. Cut to super in Woman 2 environment. SUPER: Medicare supplement plans travel with you.	WOMAN 2 VO: Anywhere in the country.
17. Cut to super and membership card on sweep. GRAPHIC: Membership card SUPER: Millions have enrolled already. LEGAL SUPER: 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.	AVO: Join the millions of people who have already enrolled in the only...

VIDEO	AUDIO
<p>18. Cut to super and membership card on sweep.</p> <p>GRAPHIC: Membership card</p> <p>SUPER: The only plan of its kind endorsed by AARP.*</p> <p>LEGAL SUPER: *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.</p>	<p>Medicare Supplement Insurance Plans endorsed by AARP, an organization serving the needs of people 50 and over for generations.</p>
<p>19. Cut to super in Woman 1 environment.</p> <p>SUPER: Medicare supplement plans help pay for what Medicare doesn't.</p>	<p>AVO: Remember, all Medicare supplement insurance plans could help cover what Medicare doesn't pay.</p>

VIDEO	AUDIO
<p>20. Cut to super in Woman 1 environment.</p> <p>SUPER: Medicare supplement plans could save you up to thousands a year.</p>	<p>And could save you thousands a year in out-of-pocket costs.</p>
<p>21. Cut back to Woman 1.</p>	<p>WOMAN 1: I have a lifetime of experience. So I know how important that is.</p>
<p>22. Cut to super and Decision Guide on sweep.</p> <p>GRAPHIC: Decision Guide</p> <p>SUPER: Call now for a free Decision Guide.</p> <p>COMPONENT CODE: TV288ST</p>	<p>AVO: Call now to request your free Decision Guide.</p>
<p>23. Decision Guide stays up.</p> <p>GRAPHIC: Decision Guide</p> <p>SUPER: Call today.</p> <p>Component Code: TV288ST</p>	<p>And learn more about the kinds of plans that will be here for you now – and down the road.</p>

VIDEO

AUDIO

1. Open on Woman 1 outside enjoying the fresh air.

Component Code:
TV289ST

2. She continues.

Component Code:
TV289ST

3. Cut to super in Woman 1 environment.

SUPER:
Medicare only covers about 80% of Part B.

4. Cut to super in Woman 1 environment.

SUPER:
The rest is up to you.

WOMAN 1:

I'm only in my 60's...I've got a nice long life ahead. Big plans.

So when I found out Medicare doesn't pay all my medical expenses, I got a Medicare supplement insurance plan.

AVO:

If you're eligible for Medicare, you may know it only covers about 80% of your Part B medical expenses.

The rest is up to you.

VIDEO	AUDIO
<p>5. Cut to super on sweep.</p> <p>SUPER: AARP Med Supp logo</p> <p>LOWER THIRD SUPER: (appears throughout) [1-XXX-XXX-XXXX] (rotates throughout) TTY:711 Call Now for Free Guide AARP Med Supp logo [GoLong.com]</p> <p>LEGAL SUPER: AARP Medicare Supplement Insurance Plans. 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.</p>	<p>Call and find out about an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.</p>

VIDEO

AUDIO

6. Cut to super on sweep.

SUPER:

All Medicare supplement plans could save you up to thousands of dollars.*

LEGAL SUPER:

*Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare Spending and the Medicare Program, June 2011. <http://www.medicare.gov/Documents/Jun11DataBookEntireReport.pdf> (10 August, 2011) p. 55-57

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Like all Medicare supplement insurance plans, it could save you thousands in out-of-pocket costs.

VIDEO	AUDIO
<p>7. Cut to super and Decision Guide on sweep.</p> <p>GRAPHIC: Decision Guide</p> <p>SUPER: Call now for a free Decision Guide.</p> <p>LEGAL SUPER: Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>	<p>Call now to request your free Decision Guide.</p>
<p>8. Cut to Man on his porch.</p>	<p>MAN: I've been with my doctor for 12 years.</p>
<p>9. He continues.</p>	<p>Now I know I'll be able to stick with him.</p>
<p>10. Cut to super in Man's environment.</p> <p>SUPER: Medicare supplement plans let you visit any doctor or hospital.</p>	<p>AVO: You'll be able to visit any doctor or hospital that accepts Medicare patients.</p>

VIDEO	AUDIO
<p>11. Cut to super in Man's environment.</p> <p>SUPER: No network. No referrals needed.</p> <p>LEGAL SUPER: This is a solicitation of insurance. A licensed insurance agent/producer may contact you.</p>	<p>There are no networks, and you never need a referral.</p>
<p>12. Cut to super and membership card on sweep.</p> <p>GRAPHIC: membership card</p> <p>SUPER: Millions have enrolled already.</p> <p>LEGAL SUPER: 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.</p>	<p>AVO:</p> <p>See why millions of people have already enrolled in the only...</p>

VIDEO	AUDIO
<p>13. Cut to super and membership card on sweep.</p> <p>GRAPHIC: membership card</p> <p>SUPER: The only plan of its kind endorsed by AARP.*</p> <p>LEGAL SUPER: *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.</p> <p>Component Code: TV289ST</p>	<p>Medicare Supplement Insurance Plans endorsed by AARP.</p>
<p>14. Cut to super and Decision Guide on sweep.</p> <p>GRAPHIC: Decision Guide</p> <p>SUPER: Call today.</p> <p>Component Code: TV289ST</p>	<p>Don't wait. Call now.</p>

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Supporting Document Schedules

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

Statement of Variability

TV288ST, TV289ST

Variable	Description
[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). The URL may or may not appear depending on where/when the ad is used.

Variable	Description
[1-8XX-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).