

SERFF Tracking Number: UHLC-127867073 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50410  
 Company Tracking Number: TV290ST  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: GROUP MEDICARE SUPPLEMENT  
 Project Name/Number: ADVERTISING/TV290ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127867073 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50410

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: TV290ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

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

Disposition Date: 12/13/2011

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: TV290ST

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: 12/13/2011

State Status Changed: 12/13/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Bobbie Walton

Corresponding Filing Tracking Number: TV290ST

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

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**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	54305686

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	12/13/2011	12/13/2011

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## **Disposition**

Disposition Date: 12/13/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.



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## Form Schedule

### Lead Form Number: TV290ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 12/13/2011	TV290ST	Advertising	TELEVISION SCRIPT	Initial		45.000	TV290ST.pdf
Filed-Closed 12/13/2011	TV291ST	Advertising	TELEVISION SCRIPT	Initial		45.000	TV291ST.pdf

**VIDEO**

**AUDIO**

1. Super on sweep.

**SUPER:**

Eligible for Medicare?

**Component Code:**

TV290ST

2. **SUPER:**

Medicare doesn't cover everything

**Component Code:**

TV290ST

3. **SUPER:**

Only about 80%

**AVO:**

Eligible for Medicare?

That's a good thing, but it doesn't cover everything.

Only about 80% of your Part B medical expenses. The rest is up to you.

**VIDEO**

**AUDIO**

4. Cut to 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:**

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.

So consider an AARP Medicare Supplement Insurance  
Plan, insured by UnitedHealthcare Insurance Company.

VIDEO	AUDIO
<p>5. <b>SUPER:</b> All Medicare Supplement Plans Save you up to thousands*</p> <p><b>LEGAL SUPER:</b> *Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare Spending and the Medicare Program, June 2011. <a href="http://www.medpac.gov/Documents/Jun11DataBookEntireReport.pdf">http://www.medpac.gov/Documents/Jun11DataBookEntireReport.pdf</a> (10 August, 2011) p. 55-57</p>	<p>Like all Medicare supplement insurance plans, they could pick up some of what Medicare doesn't pay. And save you up to thousands of dollars in out-of-pocket costs.</p>
<p>6. Cut to super and Decision Guide and membership card.</p> <p><b>SUPER:</b> Why Wait? Call today</p>	<p>Call today to request a free Decision Guide to help you better understand what Medicare is all about. And which AARP Medicare Supplement Plan works best for you.</p>
<p>7. Cut to super on sweep.</p> <p><b>SUPER:</b> Medicare Supplement Plans Choose your Doctor Hospital</p>	<p>With these types of plans, you'll be able to visit any doctor or hospital that accepts Medicare patients...</p>
<p>8. <b>SUPER:</b> Plus there are No Networks No Referrals Needed</p>	<p>plus, there are no networks, and you'll never need a referral to see a specialist.</p>

VIDEO	AUDIO
9. <b>SUPER:</b> Full range of plans that fit your budget	There's a range of plans to choose from, too.
10. Cut to super and map of the United States.  <b>SUPER:</b> Medicare Supplement Plans travel with you	And they all travel with you. Anywhere in the country.
11. Cut to super on sweep.  <b>SUPER:</b> Millions have enrolled  <b>LEGAL:</b> Infogroup/ORC, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," December, 2010, <a href="http://www.uhcmedsupstats.com">www.uhcmedsupstats.com</a> or call 1-800-523-5800 to request a copy of the full report.	Join the millions who have already enrolled in the only Medicare Supplement Insurance Plans endorsed by AARP,

VIDEO	AUDIO
<p>12. Med Supp card on color background.</p> <p><b>LEGAL SUPER:</b>  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>an organization serving the needs of people 50 and over for generations...</p>
<p>13. Cut to super on sweep.</p> <p><b>SUPER:</b>  30 years of experience</p>	<p>And provided by UnitedHealthcare Insurance Company, which has over 30 years of experience behind it.</p>
<p>14. <b>SUPER:</b>  Call</p> <p><b>LEGAL SUPER:</b>  Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>	<p>Call today. Remember, Medicare Supplement insurance may help...</p>

VIDEO	AUDIO
<p>15. <b>SUPER:</b> Medicare Supplement Plans help cover what Medicare doesn't</p> <p><b>LEGAL SUPER:</b> 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. This is a solicitation of insurance. An agent/producer may contact you.</p>	<p>cover some of what Medicare doesn't pay – expenses that could really add up.</p>
<p>16. <b>SUPER:</b> Medicare Supplement Plans save you up to thousands of dollars</p>	<p>These kinds of plans could save you up to thousands in out-of-pocket costs...</p>
<p>17. <b>SUPER:</b> Medicare supplement plans Choose your own doctor No referrals needed</p>	<p>you'll be able choose any doctor who accepts Medicare patients. And you never need referrals.</p>
<p>18. <b>SUPER:</b> AARP Med Supp logo</p>	<p>So don't wait. With all the good years ahead, look for the experience and commitment to go the distance with you.</p>

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**VIDEO**

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**AUDIO**

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19. Cut to super.

**SUPER:**

Call now for your Decision Guide

**Component Code:**

TV290ST

20. Cut to Decision Guide and membership card.

**SUPER:**

Free Decision Guide

**Component Code:**

TV290ST

Call now to request your free Decision Guide.

This easy-to-understand guide will answer some of your questions, and help you find the AARP Medicare Supplement plan that's right for you.

**VIDEO**

**AUDIO**

1. Super on sweep.

**SUPER:**

Eligible for Medicare?

**Component Code:**

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2. **SUPER:**

Medicare doesn't cover everything

**Component Code:**

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3. **SUPER:**

Only about 80%

**AVO:**

Eligible for Medicare?

That's a good thing, but it doesn't cover everything.

Only about 80% of your Part B medical expenses. The rest is up to you.

**VIDEO**

**AUDIO**

4. Cut to logo.

**SUPER:**

(appears throughout)

[1-XXX-XXX-XXXX]

(rotates throughout)

TTY:711

Call Now for Free Guide

AARP Med Supp logo

[GoLong.com]

**LEGAL:**

AARP Medicare Supplement  
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.

So consider an AARP Medicare Supplement Insurance  
Plan, insured by UnitedHealthcare Insurance Company.

**VIDEO**

**AUDIO**

5. **SUPER:**  
All Medicare Supplement Plans  
Save you up to thousands\*

**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

6. Cut to super and Decision  
Guide and membership card.

**SUPER:**

Why Wait? Call today

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

Call today to request a free Decision Guide.

VIDEO	AUDIO
<p>7. Cut to super on sweep.</p> <p><b>SUPER:</b> Medicare Supplement Plans Choose your Doctor Hospital</p> <p><b>LEGAL SUPER:</b> 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.</p>	<p>With these types of plans, you'll be able to visit any doctor or hospital that accepts Medicare patients.</p>
<p>8. <b>SUPER:</b> Plus there are No Networks No Referrals Needed</p> <p><b>LEGAL SUPER:</b> AARP does not employ or endorse agents, brokers or producers. Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>	<p>plus, there are no networks, and you'll never need a referral to see a specialist.</p>

VIDEO	AUDIO
<p>9. Cut to super on sweep.</p> <p><b>SUPER:</b> Millions have enrolled</p> <p><b>LEGAL SUPER:</b> Infogroup/ORC, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," December, 2010, www.uhcmesupstats.com or call 1-800- 523-5800 to request a copy of the full report.</p>	<p>Join the millions who have already enrolled in the only Medicare Supplement Insurance plans endorsed by AARP...</p>
<p>10. Cut to super on sweep.</p> <p><b>SUPER:</b> 30 years of experience</p> <p><b>LEGAL SUPER:</b> 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>and provided by UnitedHealthcare Insurance Company, which has over 30 years of experience behind it.</p>

VIDEO	AUDIO
<p>11. <b>SUPER:</b> AARP Med Supp logo</p> <p><b>Component Code:</b> TV291ST</p>	<p>With all the good years ahead, look for the experience and commitment to go the distance with you.</p>
<p>12. Cut to super.</p> <p><b>SUPER:</b> Call now</p> <p><b>Component Code:</b> TV291ST</p>	<p>Call now to request your free Decision Guide.</p>

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## Supporting Document Schedules

		Item Status:	Status
<b>Satisfied - Item:</b>	SOV	Filed-Closed	<b>Date:</b> 12/13/2011
<b>Comments:</b>			
<b>Attachment:</b>			
SOV1.pdf			

## Statement of Variability

TV290ST, TV291ST

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).