

SERFF Tracking Number: UHLC-127881869 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50456
 Company Tracking Number: TV285ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/TV285ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127881869 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50456

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: TV285ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

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

Disposition Date: 12/14/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

State Filing Description:

General Information

Project Name: ADVERTISING

Status of Filing in Domicile: Not Filed

Project Number: TV285ST

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: 12/14/2011

State Status Changed: 12/14/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Bobbie Walton

Corresponding Filing Tracking Number: TV285ST

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.

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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: \$50.00
 Retaliatory? No
 Fee Explanation: \$50 X 1 = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	12/12/2011	54459253

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	12/14/2011	12/14/2011

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Disposition

Disposition Date: 12/14/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: TV285ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 12/14/2011	TV285ST	Advertising	ADVERTISEMENT	Initial		45.000	TV285ST.pdf

VIDEO

AUDIO

1. Open on a young boy in the '50s standing in front of the bathroom mirror. He spots his father's electric razor on the sink. Curious, he turns it on and buzzes straight through his hair

COMPONENT CODE:

TV285ST

2. A wide shot of our boy, now a teenager, sweeping the floor of a barbershop

COMPONENT CODE:

TV285ST

3. His hands lathering a customer's face

COMPONENT CODE:

TV285ST

4. A wide shot of our boy, now a young man, cutting a customer's hair in a barbershop

5. Close-up of him trimming sideburns, hair falling to the floor

6. Close-up of hair being sprayed with water

7. A wide shot of our now middle-aged man skillfully trimming his customer's hair with scissors and a comb

LEGAL:

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.

TV285ST

VIDEO

AUDIO

8. A close-up of him shaving a customer's neck with a straight-edge razor

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9. Show talcum powder being brushed across a man's neck

LEGAL:

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.

10. A wide shot of our man, now 65, swiftly removing the cape from his customer

LEGAL:

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. In some states plans may be available to persons eligible for Medicare by reason of disability.

11. **LOGO:** AARP Medicare Supplement Plans insured by UnitedHealthcare Insurance Company

SUPER:

(GoLong.com) (1 XXX-XXX-XXXX) TTY:711

AUDIO VOICE OVER (AVO):

You've been years in the making

AVO:

And there are many years ahead

AVO:

Join the millions of members

AVO:

who've chosen an AARP Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company

VIDEO

AUDIO

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).

COMPONENT CODE:

TV285ST

12. He starts on his next customer by buzzing his hair, a reprise of the opening shot

LEGAL:

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

COMPONENT CODE:

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AVO:

Go Long

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Supporting Document Schedules

		Item Status:	Status
Satisfied - Item:	SOV	Filed-Closed	Date: 12/14/2011
Comments:			
Attachment:			
SOVbarber1.pdf			

Statement of Variability

TV285ST

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).

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).