

SERFF Tracking Number: UHLC-127882153 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50455  
 Company Tracking Number: TV295ST  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: GROUP MEDICARE SUPPLEMENT  
 Project Name/Number: ADVERTISING/TV295ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127882153 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50455

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: TV295ST

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

Date Submitted: 12/12/2011

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: TV295ST

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: TV295ST

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: \$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	54457838

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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: TV295ST

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 12/14/2011	TV295ST	Advertising	ADVERTISEMENT	Initial		45.000	TV295ST.pdf

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**VIDEO**

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**AUDIO**

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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:**

TV295ST

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

**COMPONENT CODE:**

TV295ST

3. His hands lathering a customer's face

**COMPONENT CODE:**

TV295ST

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.

**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:**

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

**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:**

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**TV295ST**

**AUDIO VOICE OVER (AVO):**

When something is worth doing

**AVO:**

it's worth doing right

**AVO:**

AARP Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company

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**VIDEO**

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**AUDIO**

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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.

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**AVO:**

Go Long

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## Supporting Document Schedules

		Item Status:	Status
<b>Satisfied - Item:</b>	SOV	Filed-Closed	<b>Date:</b> 12/14/2011
<b>Comments:</b>			
<b>Attachment:</b>			
SOVbarber3.pdf			

## Statement of Variability

TV295ST

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).