

SERFF Tracking Number: MUTM-127020986 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 47913
Company Tracking Number: KELLY KRUMWIED
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - M27676
Project Name/Number: Long Term Care Advertising /M27676

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127020986 State: Arkansas
M27676

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed-
Closed

State Tr Num: 47913

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: KELLY KRUMWIED

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer,
Stephanie Fowler

Author: Kelly Krumwied

Disposition Date: 02/22/2011

Date Submitted: 02/07/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Project Number: M27676

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 02/22/2011

State Status Changed: 02/22/2011

Created By: Kelly Krumwied

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Kelly Krumwied

Filing Description:

Please see cover letter under the supporting documentation tab.

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com

Consultant

Mutual of Omaha

402-351-2476 [Phone]

Mutual of Omaha Plaza

402-351-5298 [FAX]

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Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance Company	CoCode: 71412	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Health Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6910 ext. [Phone]	FEIN Number: 47-0246511	

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	02/07/2011	44436282

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	02/22/2011	02/22/2011

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Disposition

Disposition Date: 02/22/2011

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	Cover Letter	Filed	Yes
Supporting Document	Memorandum of Variability	Filed	Yes
Form	Consumer Trade Publication	Filed	Yes

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Form Schedule

Lead Form Number: M27676

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 02/22/2011	M27676	Advertising	Consumer Trade Publication	Initial		0.000	M27676.pdf

What's Your Plan for the Future?

It probably includes doing all the things that are important to you today plus everything you dreamed of doing in retirement. But what if you were unable to care for yourself? What would that do to the plans you've made?



Mutual of Omaha

**MUTUAL OF OMAHA
INSURANCE COMPANY**
**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

Learn how a long-term care insurance policy may be an essential part of your plan for the future. Call or go online today for more information.

[Phone Number]
[Website]

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company or United of Omaha Life Insurance Company. Home office: Mutual of Omaha Plaza, Omaha, NE 68175. Underwriting company is dependent upon policy purchased. Each underwriting company is responsible for its own financial and contractual obligations. Mutual of Omaha Insurance Company is licensed nationwide. United of Omaha Life Insurance Company is licensed in all states except NY and does not solicit business in NY. Policy forms: LTC09M, LTC09M-AG, LTC09M-5ML, LTC09M-10ML (or state equivalent). In ID: LTC09M-ID, LTC09M-AG-ID, LTC09M-5ML-ID, LTC09M-10ML-ID. In NY: LTC09M-NY, LTC09M-AG-NY, LTC09M-5ML-NY, LTC09M-10ML-NY. In OK: LTC09M-OK, LTC09M-AG-OK, LTC09M-5ML-OK, LTC09M-10ML-OK. In OR: LTC09M-OR, LTC09M-AG-OR, LTC09M-5ML-OR, LTC09M-10ML-OR. In PA: LTC09M-PA, LTC09M-AG-PA, LTC09M-5ML-PA, LTC09M-10ML-PA. In TX: LTC09M-TX, LTC09M-AG-TX, LTC09M-5ML-TX, LTC09M-10ML-TX. In WA: LTC09M-WA, LTC09M-AG-WA, LTC09M-5ML-WA, LTC09M-10ML-WA, LTC04I-TQ-CA, LTC04I-AG-TQ-CA, LTC09U, LTC09U-AG, LTC09U-5ML, LTC09U-10ML (or state equivalent). In ID: LTC09U-ID, LTC09U-AG-ID, LTC09U-5ML-ID, LTC09U-10ML-ID. In OK: LTC09U-OK, LTC09U-AG-OK, LTC09U-5ML-OK, LTC09U-10ML-OK. In OR: LTC09U-OR, LTC09U-AG-OR, LTC09U-5ML-OR, LTC09U-10ML-OR. In PA: LTC09U-PA, LTC09U-AG-PA, LTC09U-5ML-PA, LTC09U-10ML-PA. In TX: LTC09U-TX, LTC09U-AG-TX, LTC09U-5ML-TX, LTC09U-10ML-TX. In WA: LTC09U-WA, LTC09U-AG-WA, LTC09U-5ML-WA, LTC09U-10ML-WA. This is a solicitation of insurance. An insurance agent* may contact you. Policies have exclusions and limitations. Product features and availability will vary by state. Please contact a licensed agent* for costs and complete details. *In WA, referred to as producer.

M27676

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Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Cover Letter	Filed	02/22/2011
Comments:			
Attachment:			
AR Letter App.pdf			
		Item Status:	Status Date:
Satisfied - Item:	Memorandum of Variability	Filed	02/22/2011
Comments:			
Attachment:			
VM-M27676.pdf			

MUTUAL OF OMAHA INSURANCE COMPANY

Mutual of Omaha Plaza, Omaha, NE 68175, 402-342-7600



February 7, 2011

Arkansas Department of Insurance
Attn: Compliance - Life & Health
1200 West Third Street
Little Rock, AR 72201-1904

NAIC #: 261-71412
FEIN #: 47-0246511
Mutual of Omaha Insurance Company
Long-Term Care Advertising
Magazine Ad: M27676

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

This advertisement is to be utilized in magazines which are distributed on a nationwide basis and is not intended to be specifically directed at residents of any particular state. Any subsequent advertising materials which are sent to consumers as a result of this advertisement will be specific to the consumer's state of residence.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Corporate Compliance and Ethics Division

For Questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

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VARIABLE MATERIAL FOR ADVERTISING FORM M27676

The following information in the aforementioned advertisement is bracketed to denote variable material.

Section

[Phone Number]

Explanation

Will be updated if telephone number to which long-term care inquiries should be directed is changed. The initial number will be 800-606-9629.

[Website]

Will be updated if the URL for the long-term care landing page within the corporate website is changed. The initial address will be www.mutualLTC.com