

SERFF Tracking Number: UHLC-126995767 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 47770  
Company Tracking Number: AS2617ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: GROUP MEDICARE SUPPLEMENT  
Project Name/Number: ADVERTISING/AS2617ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126995767 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 47770

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: AS2617ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton

Date Submitted: 01/24/2011

Disposition Date: 02/22/2011

Implementation Date Requested: On Approval

Disposition Status: Filed-Closed

State Filing Description:

Implementation Date:

## General Information

Project Name: ADVERTISING

Status of Filing in Domicile: Not Filed

Project Number: AS2617ST

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: 02/22/2011

State Status Changed: 02/22/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: AS2617ST

Filing Description:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. The enclosed material is new and does not replace any material previously submitted to the Department.

The materials included within this filing are Invitations to Inquire.

Please note that the Business Reply Card, MS2501ST (12/10), attached to AS2620ST was previously approved on

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02/02/2010, under the Department's File Number 44574 and is attached for positioning only (FPO).

## 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

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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$250.00  
 Retaliatory? No  
 Fee Explanation: 50 per form, 5 forms  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$250.00	01/24/2011	44023334

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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
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	BRC	Filed	Yes

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## Form Schedule

### Lead Form Number: AS2617ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 02/22/2011	AS2617ST	Advertising	PRINT AD	Initial		45.000	AS2617ST.pdf
Filed 02/22/2011	AS2618ST/ MS2503ST	Advertising	PRINT AD	Initial		45.000	AS2618ST MS2503ST (1 10).pdf
Filed 02/22/2011	AS2619ST	Advertising	PRINT AD	Initial		45.000	AS2619ST.pdf
Filed 02/22/2011	AS2620ST	Advertising	PRINT AD	Initial		45.000	AS2620ST.pdf
Filed 02/22/2011	MS2529ST	Advertising	BRC	Initial		45.000	MS2529ST.pdf



## YOU PUT 100% INTO LIFE. WHY SETTLE FOR LESS FROM MEDICARE PART B?

Medicare only pays about **80%** of Part B expenses.

Get help with up to **20%** or more.

You live life to the fullest, and you deserve coverage to match. That's why millions\* of AARP members like you have chosen the only Medicare supplement insurance plans endorsed by AARP. A Medicare supplement insurance plan could save you up to thousands of dollars in out-of-pocket costs.\*\* As with all Medicare supplement plans, you'll get:

- The freedom to choose your own doctors and hospitals that accept Medicare patients
- No referrals – ever – to see specialists
- Coverage that travels with you across the U.S.

**For your free information kit, mail in the attached card or call toll-free 1-XXX-XXX-XXXX, code XXX; TTY: 711.**

**AARP**® Medicare Supplement Plans  
insured by **UnitedHealthcare Insurance Company**

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

AARP doesn't make individual recommendations for health-related products, services, insurance or programs. You are encouraged to evaluate your needs and compare products.

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. All plans may not be available in your state/area.

**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.**

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors.

Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

\*[www.UHCMedSupStats.com](http://www.UHCMedSupStats.com)

\*\*Medicare Payment Advisory Commission (MedPAC). *A Data Book: Healthcare Spending and the Medicare Program*, June 2010. <<http://www.MedPac.gov/Documents/Jun10DataBookEntireReport.pdf>> (4 Oct, 2010) p. 16.

AS2617ST

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AS2618ST

**AARP** | Medicare Supplement Plans  
insured by **UnitedHealthcare**  
Insurance Company

### Tell me more about AARP® Medicare Supplement Insurance Plans.

Yes, send me my free information kit. I understand that I can apply anytime.

Please mail to: UnitedHealthcare Insurance Company  
P.O. Box 25601  
Lehigh Valley, PA 18003-9905  
Or call toll-free at X-XXX-XXX-XXXX, code XXX  
TTY:711

Name (Mr., Mrs., Ms., Miss) Please Print

Date of Birth (Month/Day/Year)

Part B Effective Date (Month/Day/Year)

Address

City, State, Zip Code

AARP Membership Number

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MS2503ST (1/10)



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AS2619ST



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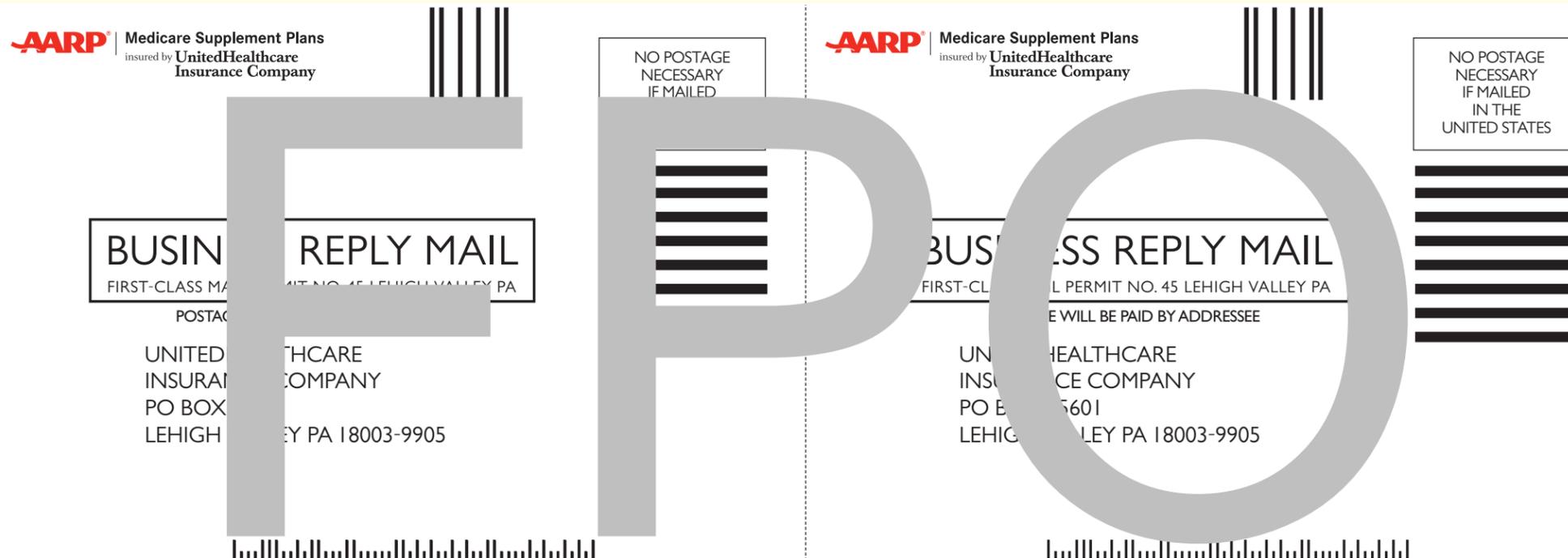
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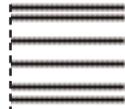
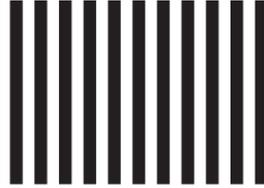
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NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



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POSTAGE WILL BE PAID BY ADDRESSEE

UNITEDHEALTHCARE  
INSURANCE COMPANY  
PO BOX 25601  
LEHIGH VALLEY PA 18003-9905



▼ Fold here, moisten and seal. ▼

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