

SERFF Tracking Number: MUTM-127093810 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 48314
Company Tracking Number: KELLY KRUMWIED
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - AFN43593
Project Name/Number: Medicare Supplement Advertising /AFN43593

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - AFN43593 SERFF Tr Num: MUTM-127093810 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48314

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: KELLY KRUMWIED State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Author: Kelly Krumwied Disposition Date: 03/23/2011
Date Submitted: 03/23/2011 Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: AFN43593

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: 03/23/2011

State Status Changed: 03/23/2011

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]

SERFF Tracking Number: MUTM-127093810 State: Arkansas
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 48314
 Company Tracking Number: KELLY KRUMWIED
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
 Standard Plans 2010
 Product Name: Medicare Supplement Advertising - AFN43593
 Project Name/Number: Medicare Supplement Advertising /AFN43593

Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company	CoCode: 69868	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Life Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6910 ext. [Phone]	FEIN Number: 47-0322111	

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	03/23/2011	45893370

SERFF Tracking Number: MUTM-127093810 *State:* Arkansas
Filing Company: United of Omaha Life Insurance Company *State Tracking Number:* 48314
Company Tracking Number: KELLY KRUMWIED
TOI: MS08I Individual Medicare Supplement - *Sub-TOI:* MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - AFN43593
Project Name/Number: Medicare Supplement Advertising /AFN43593

Disposition

Disposition Date: 03/23/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: MUTM-127093810 State: Arkansas
 Filing Company: United of Omaha Life Insurance Company State Tracking Number: 48314
 Company Tracking Number: KELLY KRUMWIED
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
 Standard Plans 2010
 Product Name: Medicare Supplement Advertising - AFN43593
 Project Name/Number: Medicare Supplement Advertising /AFN43593

Form Schedule

Lead Form Number: AFN43593

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 03/23/2011	AFN43593	Advertising	Print Ad	Initial		0.000	AFN43593 - FINAL with brackets.pdf



UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL *of* OMAHA COMPANY

Mutual of Omaha Plaza, Omaha, NE 68175

Presorted
First-Class Mail
U.S. Postage
PAID
TRANZACT

INFORMATION FOR MEDICARE BENEFICIARIES

MEDICARE ALONE WILL ONLY COVER ABOUT 80% OF YOUR MEDICARE EXPENSES.
YOU ARE RESPONSIBLE TO PAY THE COSTS THAT MEDICARE DOES NOT COVER.

ARE YOU PREPARED?

CALL TODAY

REPLY REQUESTED:
[1-800-XXX-XXXX]

DON'T WAIT ANY LONGER! SECURE THE MEDICARE SUPPLEMENT COVERAGE YOU MAY NEED NOW!

Did you know that Medicare alone will only cover about 80% of your medical expenses? Because Medicare pays only a portion of your doctor and hospital bills, chances are you'll want to consider additional coverage to help pay for your out-of-pocket costs.

As a new Medicare beneficiary, you may get **ADDITIONAL COVERAGE WITHOUT ANSWERING HEALTH QUESTIONS OR TAKING A PHYSICAL EXAM!** Call toll free [800-XXX-XXXX] now to receive a free Medicare supplement information kit.

Everyone knows that medical care is expensive, what many don't realize is just how expensive their 20% can be. The free information kit explains it all, what Medicare does and does not cover and what your Medicare supplement insurance options are. Act now to get your **FREE**, no obligation Medicare supplement information kit.

CALL [1-800-XXX-XXXX] TODAY!
OR VISIT [www.XXXXXXXXXX.com] TO GET YOUR **FREE** NO-OBLIGATION INFORMATION KIT

Your FREE Medicare supplement information kit has information about:

- What a Medicare supplement insurance policy is
- How to get coverage for many of the expenses Medicare doesn't cover
- The freedom to choose any doctor – NO REFERRALS/NO NETWORKS
- How to get the right insurance plan at the right price

Medicare supplement insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. **Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program.** United of Omaha Life Insurance Company is licensed nationwide, except in NY and is solely responsible for its financial and contractual obligations. Policy forms: UM20, UM21, UM22, UM23, UM24 and UM30 or state equivalent. In ID: UM20-21698, UM23-21699, UM24-21700 and UM30-22551; in NC: UM20-21719NC, UM23-21720NC, UM24-21721NC and UM30-22567NC; in OK: UM20-21746, UM23-21747, UM24-21748 and UM30-22579; in OR: UM20R-21749, UM23R-21750, UM24R-21751 and UM30R-22581; in TX: UM20-21760, UM23-21761, UM24-21762 and UM30-22587; in WI: UM25. Not all policy forms may be available in every state. These policies have exclusions and limitations. In some states, Medicare supplement policies are available to those eligible for Medicare due to a disability, regardless of age. In TX: If you receive Medicare benefits because of a disability, you may apply for a Medicare supplement Plan A; regardless of your age. **IMPORTANT NOTICE – "A CONSUMER'S GUIDE TO HEALTH INSURANCE FOR PEOPLE ELIGIBLE FOR MEDICARE" MAY BE OBTAINED FROM YOUR LOCAL SOCIAL SECURITY OFFICE OR FROM UNITED OF OMAHA LIFE INSURANCE COMPANY.**

This is a solicitation of insurance and a licensed agent may contact you by telephone to provide additional information.

SERFF Tracking Number: MUTM-127093810 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 48314
Company Tracking Number: KELLY KRUMWIED
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - AFN43593
Project Name/Number: Medicare Supplement Advertising /AFN43593

Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Cover Letter	Filed-Closed	03/23/2011
Comments:		
Attachment:		
AR Letter App.pdf		

UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL of OMAHA COMPANY

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



March 23, 2011

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

NAIC #261-69868
FEIN #47-0322111
United of Omaha Life Insurance Company
Direct Response Advertising
Medicare Supplement Advertising
Print Ad: AFN43593

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 is a "print advertisement" which can be used in a variety of print formats including, but not limited to a flyer, poster, table top ad, mailer, postcard, newspaper or brochure. It may be printed in color or black and white and the size may vary based on its use. Any change in size will not affect the content of this advertisement.

We request that any information in brackets be considered variable.

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

kk