

SERFF Tracking Number: UHLC-127075602 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 48246  
 Company Tracking Number: CA25045ST (2/11)  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: GROUP MEDICARE SUPPLEMENT  
 Project Name/Number: ADVERTISING/CA25045ST (2/11)

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127075602 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48246

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: CA25045ST (2/11) State Status: Filed-Closed  
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton Disposition Date: 03/16/2011

Augustus, Tammy Frederick,

Bobbie Walton

Date Submitted: 03/15/2011 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: CA25045ST (2/11)

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: 03/16/2011

State Status Changed: 03/16/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: CA25045ST (2/11)

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 advertising is replacing material previously approved on 7/23/2010 under the Department's File Number: 46255. The material included within this filing is an Invitation to Inquire.

Please note that the Business Reply Card, MS2520ST, attached to CA25045ST was previously approved on previously approved on 7/22/2010 under the Department's File Number: 46201 and is attached For Positioning Only (FPO).

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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  
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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? No  
 Fee Explanation: per component, 1 component = 50.00  
 Per Company: No

| COMPANY                            | AMOUNT  | DATE PROCESSED | TRANSACTION # |
|------------------------------------|---------|----------------|---------------|
| UnitedHealthcare Insurance Company | \$50.00 | 03/15/2011     | 45570314      |

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## Correspondence Summary

### Dispositions

| Status       | Created By       | Created On | Date Submitted |
|--------------|------------------|------------|----------------|
| Filed-Closed | Stephanie Fowler | 03/16/2011 | 03/16/2011     |

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## **Disposition**

Disposition Date: 03/16/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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| <b>Schedule Form</b> | <b>Schedule Item</b> | <b>Schedule Item Status</b> | <b>Public Access</b> |
|----------------------|----------------------|-----------------------------|----------------------|
|                      | SELF MAILER          | Filed-Closed                | Yes                  |

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## Form Schedule

**Lead Form Number: CA25045ST (2/11)**

| Schedule Item              | Form Number          | Form Type   | Form Name   | Action  | Action Specific Data | Readability | Attachment                 |
|----------------------------|----------------------|-------------|-------------|---------|----------------------|-------------|----------------------------|
| Filed-Closed<br>03/16/2011 | CA25045S<br>T (2/11) | Advertising | SELF MAILER | Initial |                      | 45.000      | CA25045ST<br>(2-11)FPO.pdf |



# Are you getting what you want from your supplemental health insurance?

Here are five questions to ask your current Medicare supplement provider.

- Are my monthly rates as competitive as they can be?
- Does my insurer have a history of high rate increases?†
- Does my insurance provider have millions of insured members that rely on it every day for Medicare supplement insurance?
- Do I receive discounts‡ on eyewear, prescription drugs, and free gym memberships‡ in addition to my supplemental insurance?
- Is my insurance company ranked as A-rated by A.M. Best?\*

*Cut out and save.*

What sort of customer satisfaction rates does my insurer have? Am I happy with the level of customer service I'm receiving from my insurer? Hopefully, you've asked the right questions and determined your current insurance is the best for you and your needs.

If you're not satisfied with your present situation, the questions above are a good start to better understanding what you could get from an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare). Call a licensed insurance agent now to get answers to the above questions that you'll feel confident about – and to find out more about AARP Medicare Supplement Insurance Plans.



**You deserve some answers. Call today.**



**[1-800-523-5800], code [XXX]  
711 for TTY**



Return the attached card



Visit [www.aarphealthcare.com](http://www.aarphealthcare.com)

\*In 2010, UnitedHealthcare Insurance Company was rated "A-stable" by A.M. Best, an independent organization that evaluates insurance company financial performance.

†AARP Medicare Supplement Insurance Plan rates have increased, on national average, less than 6% each year from 2006 to 2010. National aggregate figure. Increases vary by plan, state and year. <http://www.uhcmedsupstats.com> or call to request a copy of the full report.

‡These services are not an insurance program and may be discontinued at any time.

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 purpose 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. 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.

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



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO. 45 LEHIGH VALLEY PA

POSTAGE WILL BE PAID BY ADDRESSEE

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

**For your free information kit,  
fill out the other side  
of this card.**

