

SERFF Tracking Number: UHLC-127079992 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 48261  
Company Tracking Number: LA25469ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: GROUP MEDICARE SUPPLEMENT  
Project Name/Number: ADVERTISING/LA25469ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127079992 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48261

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: LA25469ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton

Disposition Date: 03/18/2011

Date Submitted: 03/17/2011

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: LA25469ST

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: 03/18/2011

State Status Changed: 03/17/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: LA25469ST

Filing Description:

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

The attached Medicare Supplement Advertisements are Invitations to Inquire. Final production of the components will have the component number on the bottom left hand corner of the advertisement.

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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

## Filing Fees

Fee Required? Yes  
 Fee Amount: \$100.00  
 Retaliatory? No  
 Fee Explanation: 50.00 per component, 2 components = 100.00  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$100.00	03/17/2011	45673632

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	03/18/2011	03/18/2011

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## **Disposition**

Disposition Date: 03/18/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.



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## Form Schedule

**Lead Form Number: LA25469ST**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/18/2011	LA25469ST	Advertising	LETTER	Initial		45.000	LA25469ST.pdf
Filed 03/18/2011	OA25128S	Advertising	OUTSIDE ENVELOPE	Initial		45.000	OA25128ST.pdf



# Medicare Supplement Plans

insured by **UnitedHealthcare Insurance Company**

UnitedHealthcare Insurance Company  
P.O. Box 1017  
Montgomeryville, PA 18936-1017

## AARP® Medicare Supplement Insurance Plan Notice

### Prepared For:

[Sample A. Sample]  
[123 Any Street]  
[Apt. 1A]  
[Anytown, USA 12345-1234]

Dear [Sample A. Sample],

Did you know Medicare supplement Plan N is one of the available AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company?

### Plan N is different from all the other Medicare supplement plans.

It is the only Medicare supplement plan with predictable co-pays normally associated with plans like HMOs, but this plan allows you to SEE ANY DOCTOR who accepts Medicare patients.

You always know what it will cost when you go to the doctor – a co-pay of up to \$20 for an office visit once you satisfy the Medicare Part B deductible (currently [\$162] a year). And as long as your doctor accepts Medicare patients, you're good!

We know what you're thinking – this sounds too good to be true. Nope. An AARP Medicare Supplement Plan N could be yours for \$[XX.XX]/a month.\*

### This plan was designed with people like you in mind.

People who want:

- Predictable office-visit co-pays
- The freedom of a Medicare supplement plan
- Stable plan structures that won't change from year to year

If you're shopping for a competitively priced plan, it makes sense for you to consider an AARP Medicare Supplement Insurance Plan N now. Call a licensed agent at [1-800-523-5800] today.

Sincerely,

Susan Morisato  
President, Insurance Solutions  
UnitedHealthcare Insurance Company

**P.S.** Make sure you ask about how Medicare supplement Plan N may be able to meet your needs and budget.

**Notice: AARP Medicare Supplement Plan N for as little as \$[XX.XX] a month!\***

**Call a Licensed Agent at [1-800-523-5800] to Learn More!**

**Plan N could be right for you.**



### Plan N also helps pay for some of the out-of-pocket costs Medicare doesn't, like:

- ✓ Part A co-insurance plus coverage for 365 days after Medicare benefits end
- ✓ [\$1,132] Part A deductible
- ✓ The 20% of approved Part B costs not paid by Medicare or your office-visit co-pay
- ✓ First three pints of blood
- ✓ Hospice care co-insurance
- ✓ Skilled nursing facility care co-insurance

And remember, AARP Medicare Supplement Plans are the only Medicare supplement insurance plans to carry the AARP name.

\*Rates are for Plan N, age [xx]-year-old non-tobacco user. Your rate may be different. Please call to determine what your specific rate may be.

**Call [1-800-523-5800]**

(TTY: 711) Licensed agents are standing by Monday to Friday, 7 a.m. to 11 p.m.; Saturday 9 a.m. to 5 p.m. EST

LA25469ST

# Take a look at some of the advantages of a Medicare supplement insurance plan!

- ▶ **The freedom to choose your own doctor:** Go to any doctor, specialist or hospital that accepts Medicare patients.
- ▶ **Guaranteed coverage for life:** As long as you pay your premiums when due and you answered the required questions on your application truthfully and completely.

## PLUS, an AARP Medicare Supplement Plan also comes with:

- ▶ **The AARP Endorsement:** AARP was founded in 1958 with the goal of helping people 50 and over improve the quality of their lives. This includes having access to reliable, affordable health insurance. This remains an important mission of AARP.
- ▶ **Great customer service and plan satisfaction<sup>†</sup>:**
  - 96% member satisfaction rate with AARP Medicare Supplement Insurance Plans
  - 98% customer representative satisfaction rate with most problems resolved on the first call
  - 9 out of 10 planholders would recommend their AARP Medicare Supplement Plan to a friend or family member

<sup>†</sup> <http://www.uhcmedsupstats.com> or call to request a copy of the full report.

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 (UnitedHealthcare Insurance Company of NY, Islandia, NY, for NY 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.

You owe it to yourself to find out more today.

**Call [1-800-523-5800]**  
(TTY: 711)

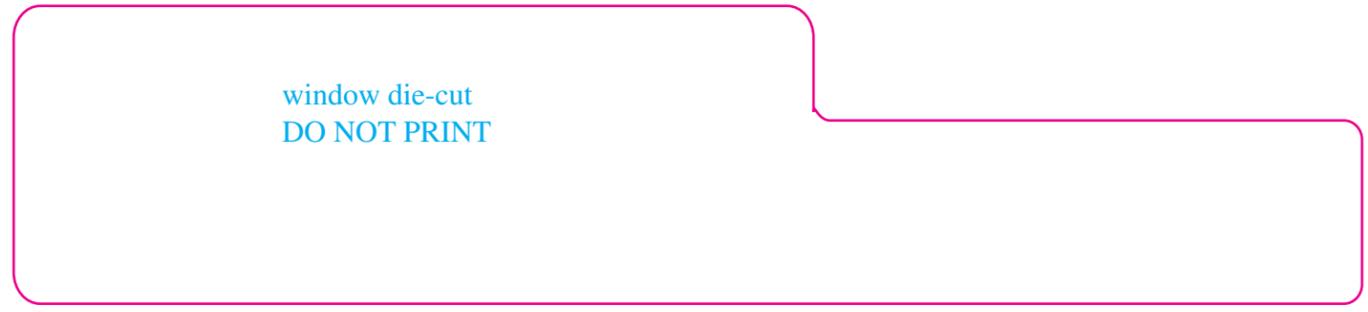
Licensed agents are standing by Monday to Friday, 7 a.m. to 11 p.m.; Saturday 9 a.m. to 5 p.m. EST

The enclosed was sent to you courtesy of UnitedHealthcare Insurance Company, the company insuring the only Medicare supplement plans that carry the AARP name. Founded in 1958, AARP is a nonprofit, nonpartisan membership organization that helps people 50 and over improve the quality of their lives.

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

AARP Medicare Supplement Insurance Plans Insured by  
UnitedHealthcare Insurance Company  
P.O. Box 1017  
Montgomeryville, PA 18936-1017

PRSR STD  
U.S. POSTAGE  
**PAID**  
UNITEDHEALTHCARE



OA25128ST

Available From UnitedHealthcare Insurance Company:  
▶ **Exciting Competitive Rates on AARP® Medicare Supplement Insurance Plans.**  
▶ **A Medicare supplement plan that combines predictable office visit co-pays and the freedom to see any doctor you want who accepts Medicare patients.**  
See Details Inside...