

SERFF Tracking Number: MUTM-127108738 State: Arkansas  
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 48398  
Company Tracking Number: ASHLEY WILLIAMS  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: Long Term Care Advertising - MC34020\_0311  
Project Name/Number: Long Term Care Advertising/MC34020\_0311

## Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127108738 State: Arkansas  
MC34020\_0311

TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed- State Tr Num: 48398  
Closed

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: ASHLEY WILLIAMS

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer,  
Stephanie Fowler

Author: Ashley Williams

Disposition Date: 04/11/2011

Date Submitted: 04/04/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: Long Term Care Advertising

Status of Filing in Domicile:

Project Number: MC34020\_0311

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 04/11/2011

State Status Changed: 04/11/2011

Deemer Date:

Created By: Ashley Williams

Submitted By: Ashley Williams

Corresponding Filing Tracking Number:

Filing Description:

NAIC# 261-71412

FEIN# 47-0246511

Mutual of Omaha Insurance Company

Long Term Care Advertising

MC34020\_0311

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.

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This advertisement can be used in a variety of formats including, but not limited to a flyer, poster, table top ad, mailer, postcard, newspaper, brochure or electronic. 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 or conformity with applicable regulatory requirements.

We request that any information in brackets be considered variable.

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

Sincerely,

Carly Cole  
Product and Advertising Compliance Consultant  
Corporate Compliance and Ethics  
Phone: 402-351-2476  
Fax: 402-351-5298  
E-mail: advfilings@mutualofomaha.com

aw

## 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]

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

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## Filing Fees

SERFF Tracking Number: MUTM-127108738 State: Arkansas  
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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	04/04/2011	46211757

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/11/2011	04/11/2011

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## Disposition

Disposition Date: 04/11/2011

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>
	Print Advertisement	Filed	Yes

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## Form Schedule

**Lead Form Number: MC34020\_0311**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 04/11/2011	MC34020_0311	Advertising	Print Advertisement	Initial		0.000	MC34020_0311.pdf

# Mutual Care<sup>®</sup> at Work

## Long-Term Care Insurance



## Learn more about your newest employee benefit!

Long-term care insurance may be one of the best ways to help protect the things you work for – your family, your finances and your independence. And right now, your employer is giving you the opportunity to obtain this valuable coverage as part of your employee benefits package.

Attend a short sales presentation to learn more.

- Discover how long-term care insurance can help you protect your retirement savings, maintain your

independence and prevent relying upon your children

- Learn how you can schedule an individual consultation to assess your long-term care needs at no cost or obligation
- Get details on how the Mutual Care at Work long-term care insurance program is also available to your extended family members at a preferential rate
- See how easy and convenient it is to obtain long-term care insurance at work

### ***Sales Presentation:***

**[Date]**  
**[Time]**  
**[Location]**

### ***Open Enrollment Period:***

**[Date] to [Date]**

***Contact me with questions or to schedule your individual consultation.***

**[Agent Name]**  
**[Phone Number]**  
**[E-mail Address]**

**This is a solicitation of insurance.** Long-term care insurance is underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Policy forms LTC09M-5ML, LTC09M-10ML (or state equivalent). In ID: LTC09M-5ML-ID, LTC09M-10ML-ID. In NC: LTC09M-5ML-NC, LTC09M-10ML-NC. In OK: LTC09M-5ML-OK, LTC09M-10ML-OK. In OR: LTC09M-5ML-OR, LTC09M-10ML-OR. In PA: LTC09M-5ML-PA, LTC09M-10ML-PA. In WA: LTC09M-5ML-WA, LTC09M-10ML-WA. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent or write to the company. You may be contacted by telephone by an insurance agent (in WA: producer).  
MC34020\_0311