

SERFF Tracking Number: MUTM-127115719 State: Arkansas  
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 48435  
Company Tracking Number: VERONICA BOOTH  
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010  
Standard Plans 2010  
Product Name: AFN43657 - Medicare Supplement Advertising  
Project Name/Number: Medicare Supplement Advertising/AFN43657

## Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: AFN43657 - Medicare SERFF Tr Num: MUTM-127115719 State: Arkansas

Supplement Advertising

TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 48435  
Standard Plans 2010 Closed

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: VERONICA BOOTH State Status: Filed-Closed

Filing Type: Advertisement

Author: Veronica Booth

Reviewer(s): Stephanie Fowler

Date Submitted: 04/07/2011

Disposition Date: 04/12/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: Medicare Supplement Advertising

Project Number: AFN43657

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: 04/12/2011

State Status Changed: 04/12/2011

Created By: Veronica Booth

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Veronica Booth

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

Direct Response Mail Advertising

Medicare Supplement Advertising

AFN43657

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.

SERFF Tracking Number: MUTM-127115719 State: Arkansas  
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Company Tracking Number: VERONICA BOOTH  
TOI: MS081 Individual Medicare Supplement - Sub-TOI: MS081.001 Plan A 2010  
Standard Plans 2010  
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Project Name/Number: Medicare Supplement Advertising/AFN43657

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.

Your notice of acceptance of this filing would 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](mailto:advfilings@mutualofomaha.com)

vb

## Company and Contact

### Filing Contact Information

Veronica Booth, Senior Policy Drafting & Regulatory Assistant  
Mutual of Omaha  
Mutual of Omaha Plaza  
Omaha, NE 68175  
veronica.booth@mutualofomaha.com  
402-351-4737 [Phone]  
402-351-5298 [FAX]

### Filing Company Information

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

## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00

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Retaliatory? No  
Fee Explanation:  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	04/07/2011	46363405

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/12/2011	04/12/2011

*SERFF Tracking Number:* MUTM-127115719      *State:* Arkansas  
*Filing Company:* United of Omaha Life Insurance Company      *State Tracking Number:* 48435  
*Company Tracking Number:* VERONICA BOOTH  
*TOI:* MS08I Individual Medicare Supplement -      *Sub-TOI:* MS08I.001 Plan A 2010  
Standard Plans 2010  
*Product Name:* AFN43657 - Medicare Supplement Advertising  
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## **Disposition**

Disposition Date: 04/12/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.



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## Form Schedule

**Lead Form Number: AFN43657**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 04/12/2011	AFN43657	Advertising	Print Advertisement	Initial		0.000	AFN43657-national_FINALE.pdf

# ARE YOU MEDICARE ELIGIBLE?

3 things to consider when choosing  
a Medicare supplement insurance policy...

PRICE!  
PRICE!  
PRICE!

Competitive Medicare supplement insurance from a company you can trust. Add our friendly personal customer service and you have the financial value and security you seek.

Call Now  
and Apply

A friendly agent  
can take your  
application  
right over  
the phone.



Let Us Help You Choose The Right Medicare  
Supplement Insurance Policy At The RIGHT PRICE.  
Call Toll-Free Today!

**[1-800-000-0000]**

There is no obligation.  
[You can also visit us online at  
[www.medsuppkit.com](http://www.medsuppkit.com)]



**UNITED OF OMAHA LIFE  
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY

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.

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## Supporting Document Schedules

	Item Status:	Status
<b>Satisfied - Item:</b> Memorandum of Variability	Filed-Closed	04/12/2011
<b>Comments:</b>		
<b>Attachment:</b>		
AFN43657 MOV.pdf		

Variable Material for Advertising Form

**AFN43657**

*The following information in the aforementioned advertisement is bracketed to denote variable material.*

**Middle of Ad**

**Phone Number is variable: [1-800-000-0000]**

**Middle of Ad**

**["You can also visit us online at..."]**  
*- copy will be in or out*

**Middle of Ad**

**Web URL is variable\*: [www.medsuppkit.com]**  
*\* only approved web pages used will be used*