

SERFF Tracking Number: MUTM-127121716 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 48468
Company Tracking Number: ASHLEY WILLIAMS
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - GC618_0311
Project Name/Number: Long Term Care Advertising/GC618_0311

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127121716 State: Arkansas
GC618_0311

TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed- State Tr Num: 48468
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: 04/14/2011

Date Submitted: 04/11/2011

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: GC618_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: 04/14/2011

State Status Changed: 04/14/2011

Deemer Date:

Created By: Ashley Williams

Submitted By: Ashley Williams

Corresponding Filing Tracking Number:

Filing Description:

NAIC# 261-69868

FEIN# 47-0322111

United of Omaha Life Insurance Company

Long-Term Care Advertising

GC618_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 is a marketing piece that provides the Date, Time and Location of a Seminar where information regarding Workplace Solutions Long-Term Care Insurance will be presented. It will be given to an Employer to post in their work location. It is not meant to educate the employee on the product, the agents will provide that information during the presentation. The Long-Term Care product presented is an individual product and not a group product.

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: carly.cole@mutualofomaha.com

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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

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

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Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	04/11/2011	46467485

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/14/2011	04/14/2011

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Disposition

Disposition Date: 04/14/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	Poster	Filed-Closed	Yes

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Form Schedule

Lead Form Number: GC618_0311

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed- Closed 04/14/2011	GC618_03 11	Advertising Poster	Initial		0.000	GC618_0311. pdf



WORKPLACE SOLUTIONS

Long-Term Care Insurance



Mutual of Omaha

UNITED OF OMAHA LIFE
INSURANCE COMPANY

A MUTUAL of OMAHA COMPANY

Help protect your lifestyle, your independence.

Get the facts about long-term care insurance. Attend the sales presentation to learn why this protection is important, what it covers, and what it can mean for you and your family.

DATE:

TIME:

LOCATION:

Long-term care insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Policy forms: LTC09U-5ML, LTC09U-10ML (or state equivalent). In ID: LTC09U-5ML-ID, LTC09U-10ML-ID. In NC: LTC09U-5ML-NC, LTC09U-10ML-NC. In OK: LTC09U-5ML-OK, LTC09U-10ML-OK. In OR: LTC09U-5ML-OR, LTC09U-10ML-OR. In PA: LTC09U-5ML-PA, LTC09U-10ML-PA. In WA: LTC09U-5ML-WA, LTC09U-10ML-WA. This is a solicitation of insurance. 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).