

SERFF Tracking Number: MUTM-127127746 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 48518
Company Tracking Number: ASHLEY WILLIAMS
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - GC608_0311
Project Name/Number: Long Term Care Advertising/GC608_0311

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127127746 State: Arkansas
GC608_0311

TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed- State Tr Num: 48518
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: 04/25/2011

Date Submitted: 04/18/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Project Number: GC608_0311

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: 04/25/2011

State Status Changed: 04/25/2011

Created By: Ashley Williams

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Ashley Williams

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

Long-Term Care Advertising

GC608_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 will be used by employers to post on a company bulletin board to explain the benefits of our Long-Term Care policy. The Long-Term Care product that will be offered to their employees 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: advfilings@mutualofomaha.com

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Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance Consultant carly.cole@mutualofomaha.com
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	04/18/2011	46680009

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/25/2011	04/25/2011

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Disposition

Disposition Date: 04/25/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Bulletin Board Article	Filed-Closed	Yes

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Form Schedule

Lead Form Number: GC608_0311

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed- Closed 04/25/2011	GC608_03 11	Advertising	Bulletin Board Article	Initial		0.000	GC608_0311.pdf



UNITED LTCi SOLUTIONS

WORKPLACE SOLUTIONS

Long-Term Care Insurance

What Will Long-Term Care Insurance Do For Me?

If you're like many Americans, you value your independence. You've made your own choices, lived life on your own terms. You've worked hard and taken the right steps to plan for your future. As we grow older, we don't want to lose that independence. We want to have financial security in our retirement, stay in our own homes as long as possible, and even preserve financial assets to pass on to our children and grandchildren.

Long-term care insurance can help you do these things by protecting your savings and retirement assets from the costs associated with long-term care. It also can help ensure that you'll be able to choose the care options that are best for you, whether it's home health care, assisted living or nursing home care. So, you can keep living life on your own terms.

Your company has provided the opportunity for you to learn more about long-term care services and the United of Omaha Long-Term Care Insurance policy now available through your employee benefits program. There are several reasons to consider a policy that is offered through the workplace:

- **Reduced Premium Rates** – you can receive reduced rates because the policy is offered to an employee group
- **Extended Family Coverage** – your family members, including spouse, adult children, parents and grandparents are also eligible to apply and can receive the same reduced premium rates
- **Portability** – if employment with your company ends for any reason, your coverage can stay with you
- **Tax-Advantages*** – benefits are tax-free and premiums may be tax deductible**
- **Easy Application, Guaranteed Renewable Coverage** – fewer health questions are asked on an employer-sponsored application and, once issued, the policy cannot be cancelled as long as premiums are paid

Be sure to attend the upcoming presentation to learn more about this important coverage. An insurance agent (in WA: producer) will answer your questions and can provide one-on-one consultation.

Long-term care insurance can help protect your financial security.

**Please consult your tax advisor to determine tax benefits for your situation*

***Internal Revenue Code section 7702B*

Long-term care insurance is underwritten by United of Omaha Life Insurance Company, a Mutual of Omaha 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).



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY