

SERFF Tracking Number: MUTM-127127882 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 48505
Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: GC606_0311 - Long Term Care Advertising
Project Name/Number: Long Term Care Advertising/GC606_0311

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: GC606_0311 - Long Term Care SERFF Tr Num: MUTM-127127882 State: Arkansas

Advertising

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed-Closed

State Tr Num: 48505

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: VERONICA BOOTH

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer, Stephanie Fowler

Author: Veronica Booth

Disposition Date: 04/25/2011

Date Submitted: 04/15/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Project Number: GC606_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: 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

Long-Term Care Advertising

GC606_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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Your notice 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

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]
 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
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	04/15/2011	46613837

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

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Form Schedule

Lead Form Number: GC606_0311

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-	GC606_03	Advertising	Print	Initial		0.000	GC606_0311.pdf
Closed	11						
04/25/2011							



UNITED LTCi SOLUTIONS

WORKPLACE SOLUTIONS

Long-Term Care Insurance

What's All This Talk About Long-Term Care Insurance?

Your company is making long-term care insurance available to employees and their families. This is important coverage to consider. Long-term care services can be needed by anyone, at any age, when there's an extended illness or recovery from injury.

Did you know that costs for long-term care services generally are not covered by health or disability insurance? Medicare and Medicare supplement policies also were not designed to cover long-term care. Medicaid provides some benefits but only after personal resources have been reduced to minimum levels. So, it's important to plan how you would pay for these services should you someday need them.

Long-term care insurance offers a way to cover care costs in order to help protect your savings and retirement assets. Today's long-term care insurance policies are intended to offer tax-free protection* for all levels of care, including home health care – to help make it possible for people to receive the care they need in their own homes as long as possible. The United of Omaha Long-Term Care Insurance policy now available to you provides flexible options so you can select the level of protection that's right for you. The policy also allows you to choose how you prefer to pay for your long-term care services – with cash benefits to you or reimbursement of costs to your care providers.

In the near future, you and your interested family members will have the opportunity to learn more about the long-term care insurance benefits that are available to you. An insurance representative will review the options available to you, answer questions and provide one-on-one consultations as needed.

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

Next time: **The Need for Long-Term Care Insurance**

*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. 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. This is a solicitation of insurance. You may be contacted by telephone by an insurance agent (in WA: producer).



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY