

SERFF Tracking Number: UHLC-127095247 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 48342
 Company Tracking Number: LA25550ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/LA25550ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127095247 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48342

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: LA25550ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton

Date Submitted: 03/25/2011

Disposition Date: 04/01/2011

Disposition Status: Filed-Closed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: ADVERTISING

Status of Filing in Domicile: Not Filed

Project Number: LA25550ST

Date Approved in Domicile:

Requested Filing Mode: File & Use

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Group

Submission Type: New Submission

Group Market Size: Large

Group Market Type: Association

Overall Rate Impact:

Filing Status Changed: 04/01/2011

State Status Changed: 04/01/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: LA25550ST

Filing Description:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is new and does not replace any material previously submitted to the Department.

The attached Medicare Supplement Advertisements are Invitations to Inquire. Final production of CA25113ST will have the component number on the bottom left hand corner of the advertisement.

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Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
 680 Blair Mill Rd. 215-902-8444 [Phone]
 Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
 185 Asylum Street Group Code: 707 Company Type: Life and Health
 Hartford, CT 06103 Group Name: State ID Number:
 (860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
 Fee Amount: \$250.00
 Retaliatory? No
 Fee Explanation: 5 components @ 50.00 per component = 250.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$250.00	03/25/2011	45974827

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/01/2011	04/01/2011

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Disposition

Disposition Date: 04/01/2011

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	LETTER	Filed-Closed	Yes
Form	SELF MAILER	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes

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Form Schedule

Lead Form Number: LA25550ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 04/01/2011	LA25550ST	Advertising	LETTER	Initial		45.000	LA25550ST.pdf
Filed-Closed 04/01/2011	CA25113S	Advertising	SELF MAILER	Initial		45.000	CA25113ST_A.pdf
Filed-Closed 04/01/2011	AS2631ST	Advertising	PRINT AD	Initial		45.000	AS2631ST.pdf
Filed-Closed 04/01/2011	AS2633ST	Advertising	PRINT AD	Initial		45.000	AS2633ST_A.pdf
Filed-Closed 04/01/2011	AS2634ST	Advertising	PRINT AD	Initial		45.000	AS2634ST_A.pdf

Over 2.9 million members have an AARP® Medicare Supplement Insurance Plan.¹

Here are several reasons why you might want to join them.

Dear Friend,

There are plenty of reasons why considering an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare), could be right for you. Perhaps the most important of which is the fact that these plans, like all Medicare supplement plans, help you pay costs that Medicare alone does not pay.

The coverage they provide could be a big help to you. In fact, all Medicare supplement plans could help you:

- Save up to thousands² of dollars per year in out-of-pocket medical expenses
- Have the flexibility to visit any doctor or hospital that accepts Medicare patients
- Enjoy the freedom to see specialists without referrals

In addition, you might want to consider an AARP Medicare Supplement Plan for some of the same reasons more than 2.9 million AARP members did. These plans are competitively priced, and they carry the nationally recognized AARP and UnitedHealthcare names.

Whatever your reasons for thinking about Medicare supplement insurance, I can help you decide if one of these plans meets your needs.

Join a group that's growing by the day. Call today for more information.

Sincerely,

[Agent Name]

Licensed insurance agent contracted
with UnitedHealthcare

 [1-XXX-XXX-XXXX]

[agent@email.com]
[Optional - Agent Address]

A UnitedHealthcare® Medicare Solution

¹ Based on [2010] company data verified by Mark Farrah Associates. www.UHCMedSupStats.com

² Page 16 (Chart 1-14) of the June 2010 *A Data Book: Healthcare Spending and the Medicare Program* report issued by the Medicare Payment Advisory Commission (Medpac). This report can be found using the following link: <http://www.MedPac.gov/Documents/Jun10DataBookEntireReport.pdf>.

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer. AARP doesn't make individual recommendations for health-related products, services, insurance or programs. You are encouraged to evaluate your needs and compare products.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, 11749, for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

This is a solicitation of insurance. An agent/producer may contact you.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors.

Call to receive complete information, including benefits, costs, eligibility requirements, exclusions and limitations.

LA25550ST

Why have 2.9 million members chosen an AARP® Medicare Supplement Insurance Plan?!



AARP | Medicare Supplement Plans
 insured by UnitedHealthcare Insurance Company

CA25113ST

A

Get the coverage you need at a competitive price.

AARP | Medicare Supplement Plans
 insured by UnitedHealthcare Insurance Company

<Recipient Name>
 <Recipient Address>
 <Recipient City>, <State> <Zip>

<Agent Address>
 <City>, <ST> <ZIP>

YES!

I'd like more information about AARP® Medicare Supplement Insurance Plans.

Name _____

Address _____

City _____ State _____ ZIP _____

Date of Birth _____ Medicare (Part B) Effective Date _____

Phone _____ E-mail Address _____

This is a solicitation of insurance. An agent/producer may contact you.

By returning this card, you agree that an authorized representative or licensed insurance agent from UnitedHealthcare may contact you by phone, e-mail, or mail to answer your questions or provide additional information about Medicare supplement insurance or Part D plans.

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CA25113ST

To find out if AARP Medicare Supplement Insurance could meet your needs, fill out the attached card and mail.



The better question might be, would you like to join them?

Find out what our members know about AARP® Medicare Supplement Insurance Plans.

Why do so many people have AARP Medicare Supplement Insurance, insured by UnitedHealthcare Insurance Company (UnitedHealthcare)? It could be the competitively priced plans. Or maybe the fact the AARP and UnitedHealthcare names are recognized nationally. Here are a few more reasons why a Medicare supplement plan could meet your needs:

- Save up to thousands² of dollars per year in out-of-pocket medical expenses
- Have the flexibility to visit any doctor or hospital that accepts Medicare patients
- Enjoy the freedom to see specialists without referrals

Call today for more information [or join me at a seminar to explore your options].

[Date], [Time]

[Date], [Time]

[Date], [Time]

[Location]

[Location]

[Location]

[Address]

[Address]

[Address]

[City], [ST] [ZIP]

[City], [ST] [ZIP]

[City], [ST] [ZIP]

[Part D prescription drug [and Medicare Advantage] plans may be discussed.]

[Agent Name]  **[1-XXX-XXX-XXXX]**

Licensed insurance agent contracted with UnitedHealthcare

[agent@email.com] • [Optional - Agent Address]

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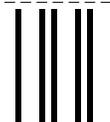
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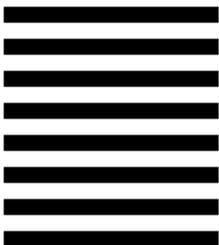


NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. <XXX> <CITY>, <ST>

POSTAGE WILL BE PAID BY ADDRESSEE

<Agency/FMO Name>
<Agent Name>
<Agent Address>
<City>, <ST> <ZIP>





Join the 2.9 million members who chose an AARP® Medicare Supplement Insurance Plan.¹

Why do so many people have AARP Medicare Supplement Insurance, insured by UnitedHealthcare Insurance Company (UnitedHealthcare)? It could be the competitively priced plans. Or maybe the fact the AARP and UnitedHealthcare names are recognized nationally. Here are a few more reasons why a Medicare supplement plan could meet your needs:

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[Agent Name]

Licensed insurance agent contracted with UnitedHealthcare

 **[1-XXX-XXX-XXXX]**

[agent@email.com]

[Optional - Agent Address]

Call today for more information [or join me at a seminar to explore your options].

[Date], [Time]

[Location]

[Address]

[City], [ST] [ZIP]

[Date], [Time]

[Location]

[Address]

[City], [ST] [ZIP]

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[Part D prescription drug [and Medicare Advantage] plans may be discussed.]

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AS2631ST



AARP® | Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

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 [1-XXX-XXX-XXXX]

[agent@email.com]

[Optional - Agent Address]

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[Date], [Time]

[Location]

[Address]

[City], [ST] [ZIP]

[Date], [Time]

[Location]

[Address]

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AS2633ST



Join the 2.9 million members that have an AARP® Medicare Supplement Insurance Plan.¹

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Insurance Company

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