

SERFF Tracking Number: UHLC-127098071 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 48380
Company Tracking Number: CA25038ST (2/11)
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/CA25038ST (2/11)

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127098071 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48380

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: CA25038ST (2/11)

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton

Disposition Date: 04/11/2011

Date Submitted: 04/01/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: ADVERTISING

Status of Filing in Domicile: Not Filed

Project Number: CA25038ST (2/11)

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: 04/11/2011

State Status Changed: 04/11/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: CA25038ST (2/11)

Filing Description:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. The enclosed advertising is replacing material previously approved on 5/27/10 under DOI #: 45590. The material included within this filing is an Invitation to Inquire.

Please note that the Business Reply Card, MS2516ST, attached to CA25038ST (2/11) was previously approved on 4/28/2010 under the Department's File Number: 45484 and is attached For Positioning Only (FPO).

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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: \$50.00
 Retaliatory? No
 Fee Explanation: Per comp, 1 comp
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	04/01/2011	46173562

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/11/2011	04/11/2011

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Disposition

Disposition Date: 04/11/2011

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
	SELF MAILER	Filed	Yes

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Form Schedule

Lead Form Number: CA25038ST (2/11)

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 04/11/2011 T (2/11)	CA25038S	Advertising	SELF MAILER	Initial		45.000	CA25038ST (2-11)FPO.pdf



Have recent changes left you without enough health insurance coverage?
 Discover the only Medicare Supplement Insurance that carries the AARP name.

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

PRSRT STD
 U.S. POSTAGE
PAID
 UNITEDHEALTHCARE

AARP Medicare Supplement Insurance Plans, insured by
 UnitedHealthcare Insurance Company
 P.O. Box 1017
 Montgomeryville, PA 18936-1017

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

Consider the only Medicare Supplement Insurance Plan that carries the AARP name.

CA25038ST (2/11)

YES! Please send me complete information about AARP® Medicare Supplement Insurance Plans, including benefits, costs, eligibility requirements, exclusions and limitations. Or call [1-xxx-xxx-xxxx] code [xxx].

<Membership #>
 <Recipient Name>
 <Recipient Address>
 <Recipient 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.
 Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for NY residents).
 AARP does not employ or endorse agents, brokers, producers, representatives or advisors.
Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.
 MS2516ST

Consider the only Medicare Supplement Insurance Plan that carries the AARP name.

An AARP® Medicare Supplement Insurance Plan could be the right choice for you.

You may find that the coverage provided by Medicare Parts A and B isn't enough. In fact, Medicare Part A has a deductible of [\$1,132] per benefit period, even for a single night inpatient hospital stay. And Medicare covers generally about 80% of your Part B medical expenses, which could leave you with up to thousands of dollars in out-of-pocket costs.¹ An AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, could help protect you against some of these costs — and it features competitive monthly premiums.



An AARP Medicare Supplement Plan may be able to help.

Medicare Supplement plans offer standardized benefits you can rely on. Get the only one that carries the AARP name.

Like all standardized plans, AARP Medicare Supplement Insurance Plans offer:

- Coverage for some or all of the out-of-pocket expenses not paid for by Medicare
- The freedom to choose your own doctor, specialist and hospital that accepts Medicare patients
- Benefits to help with co-payments and deductibles when you see a doctor or go to the hospital so you can better predict your out-of-pocket expenses

Plus, AARP Medicare Supplement Insurance Plans offer competitive pricing to fit your budget.

Some plans to note are:

- **Plan A**, a basic and competitively priced option
- **Plan C**, which covers Part A and Part B deductibles, as well as skilled nursing facility co-payments
- **Plan F**, a plan which has the benefits of Plan C and covers the difference between doctors' charges and what Medicare approves²

These plans carry a nationally recognized name.

It's nice to know that you can choose a plan that carries the AARP name. Find out if one of them is right for you.

Medicare alone may not be enough.

Choose an AARP Medicare Supplement Insurance Plan. To find out more, call a licensed agent/producer today.

[1-XXX-XXX-XXXX]

(TTY: 711)

Monday to Friday, 7 a.m. to 11 p.m.;
Saturday 9 a.m. to 5 p.m. EST



Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare 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 for New York residents). Policy Form No. GRP 7917I 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.

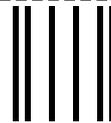
Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

¹ Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2010 <http://www.medpac.gov/documents/Jun10DataBookEntireReport.pdf> (4 Oct, 2010) p. 16.

² Under Pennsylvania and Ohio law, a physician may not charge or collect fees from Medicare patients which exceed the Medicare-approved Part B charge. In Texas, charges not to exceed any charge limitation established by the Medicare program or state law. In New York, excess charges are limited to 5%. Plan F pays benefits for excess charges when services are rendered in a jurisdiction not having a balance billing law.



Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 45 LEHIGH VALLEY, PA

POSTAGE WILL BE PAID BY ADDRESSEE

**UNITEDHEALTHCARE
INSURANCE COMPANY**
P.O. BOX 25601
LEHIGH VALLEY, PA 18003-9905

