

SERFF Tracking Number: UHLC-127100416 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 48361
Company Tracking Number: TV251ST WB (03/11)
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/TV251ST WB (03/11)

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127100416 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48361

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: TV251ST WB (03/11) State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick Disposition Date: 04/05/2011

Frederick

Date Submitted: 03/29/2011 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: TV251ST WB (03/11)

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: 04/05/2011

State Status Changed: 04/05/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: TV251ST WB (03/11)

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 attached advertisement is new and do not replace any material previously submitted to the Department.

This Invitation to Inquire is a Medicare Supplement Advertisement. Please note that the component number will appear in the bottom left hand corner of the first screen in the advertisement.

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WB25123ST (12/09) is the eBRC. A person can fill out their info on the form and hit submit. The "thank you" page - WB25125ST (1/10)-will appear as a confirmation that person's info has been submitted successfully and an info kit will be mailed to the address they supplied. These web pages were previously approved on 1/5/2010 under Serff Tracking Number: UHLC-126408772.

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	03/29/2011	46068007

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/05/2011	04/05/2011

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Disposition

Disposition Date: 04/05/2011

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
	TELEVISION AD	Filed-Closed	Yes

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Form Schedule

Lead Form Number: TV251ST WB (03/11)

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 04/05/2011	TV251ST WB (03/11)	Advertising	TELEVISION AD	Initial		45.000	TV251ST WB (03.11).pdf

VIDEO

AUDIO

1. Actor 1 speaking to the camera.

SUPER:

(hold throughout)

Free Guide

Call or visit us online

[1-XXX-XXX-XXXX]

(appears in beginning of spot)

Call Toll-Free TTY 711

(then replaced for remainder of spot)

GuideToMedicare.com

Component Code:

TV251ST WB (03/11)

2. Actor 1 speaking to camera.

Medicare card appears.

3. Actor 1 speaking to camera.

Medicare card moves up, making room for AARP Medicare Supplement Plan card to appear beneath it.

LEGAL SUPER:

AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

Actor 1:

Let me tell you about a very important phone call I made.

Actor 1:

When I got my Medicare card...

Actor 1:

I realized I needed an AARP Medicare Supplement Insurance card too.

VIDEO	AUDIO
<p>4. SUPER: Medicare only pays up to 80% of Part B expenses</p>	<p>AVO: Medicare is one of the great things about turning 65, but it doesn't cover everything. In fact, it only pays up to 80% of your Part B expenses.</p>
<p>5. Cut to AARP Medicare Supplement Plan card</p> <p>LEGAL: 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, producers, brokers, representatives or advisors.</p>	<p>AVO: If you're already on, or eligible for Medicare, call now or visit us online at GuideToMedicare.com to learn more about an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.</p>
<p>6. SUPER: Medicare Supplement Insurance helps pay about 20% or more of Medicare Part B expenses</p> <p>LEGAL: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4).</p>	<p>AVO: All Medicare supplement plans help cover some of the medical expenses not paid by Medicare Part B.</p>

VIDEO

AUDIO

7. **SUPER:**
Medicare Supplement Insurance helps you save up to thousands of dollars in out-of-pocket costs*

LEGAL:
*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.

8. **SUPER:**
The only Medicare Supplement Plans

9. **SUPER:**
The only Medicare Supplement Plans endorsed by AARP

LEGAL:
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 it's members. Neither AARP nor its affiliate is the insurer.

AVO:
That can save you from paying up to thousands of dollars out of your own pocket.

AVO:
These are the only Medicare supplement insurance plans...

AVO:
...exclusively endorsed by AARP.

VIDEO	AUDIO
<p>10. AARP Medicare Supplement Plans logo</p> <p>CHECKBOX: call now go online</p> <p>LEGAL: All plans may not be available in your state/area.</p>	<p>AVO:</p> <p>Call now or visit us online...</p>
<p>11. Information kit appears.</p> <p>SUPER: AARP Medicare Supplement Plans (logo)</p> <p>CHECKBOX: get a free guide to understanding Medicare get a free information kit</p> <p>LEGAL: Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.</p>	<p>AVO:</p> <p>...to get this free guide to understanding Medicare, plus a free information kit to enroll...</p>
<p>12. Information kit contents fan out.</p> <p>CHECKBOX: [2.8] million insured members</p> <p>LEGAL: www.uhcmedsupstats.com</p>	<p>AVO:</p> <p>...and join the millions of people who have already put their trust in AARP Medicare Supplement Insurance.</p>

VIDEO	AUDIO
<p>13. Cut to Actor 3 speaking to camera.</p> <p>SUPER: AARP Medicare Supplement Plans (logo)</p> <p>CHECKBOX: competitively priced</p>	<p>Actor 3:</p> <p>The prices are competitive...</p>
<p>14. Cut to Actor 1 speaking to camera.</p> <p>SUPER: AARP Medicare Supplement Plans (logo)</p> <p>SUPER: Like All Medicare Supplement Plans:</p> <p>CHECKBOX: keep my own doctor that accepts Medicare patients</p>	<p>Actor 1:</p> <p>I can keep my own doctor ...</p>
<p>15. Cut to Actor 2 speaking to camera.</p> <p>SUPER: AARP Medicare Supplement Plans (logo)</p> <p>CHECKBOX: no referrals</p>	<p>Actor 2:</p> <p>...and I don't need a referral to see a specialist.</p>

VIDEO

AUDIO

16. **SUPER:**
You don't have to be an AARP member to
Call now or visit us online
- LEGAL:**
This is a group Medicare Supplement policy and you must be an AARP member to purchase this product.
17. The Medicare Guide slides into frame.
- SUPER:**
AARP Medicare Supplement Plans (logo)
- SUPER:**
Get a FREE guide to understanding Medicare.
- LEGAL:**
AARP doesn't make individual recommendations for health-related products, services, insurance or programs. You are encouraged to evaluate your needs and compare products.

- AVO:**
Call now or visit us online to get a free information kit...
- AVO:**
...plus you'll get this free guide to understanding Medicare.

VIDEO	AUDIO
<p>18. SUPER: AARP Medicare Supplement Plans (logo)</p> <p>CHECKBOX: range of plans</p> <p>CHECKBOX: competitively priced</p>	<p>AVO:</p> <p>Choose from a range of Medicare Supplement plans that are all competitively priced. We have a plan for almost everyone, so you could find one that fits your needs and budget.</p>
<p>19. SUPER: AARP Medicare Supplement Plans (logo)</p> <p>CHECKBOX: virtually no claim forms</p> <p>CHECKBOX: the only Medicare supplement plans endorsed by AARP</p>	<p>AVO:</p> <p>With all Medicare Supplement plans, there are virtually no claim forms to fill out. Plus you can keep your own doctor and hospital that accepts Medicare patients. And best of all, these plans are the only Medicare Supplement plans endorsed by AARP.</p>
<p>20. Cut to Actor 2 speaking to camera.</p> <p>SUPER: AARP Medicare Supplement Plans (logo)</p>	<p>Actor 2:</p> <p>When they told me these plans were endorsed by AARP...</p>
<p>21. Cut to Actor 3 speaking to camera.</p> <p>SUPER: AARP Medicare Supplement Plans (logo)</p>	<p>Actor 3:</p> <p>...I had only one thing to say...</p>

VIDEO	AUDIO
<p>22. Cut to Actor 1 speaking to camera.</p> <p>SUPER: AARP Medicare Supplement Plans (logo)</p>	<p>Actor 1: ...sign me up.</p>
<p>23. SUPER: Medicare Supplement Insurance Call Now or Visit Us Online</p> <p>LEGAL: In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>	<p>AVO: Call the number on your screen now or visit us online at GuideToMedicare.com and find out about an AARP Medicare Supplement Insurance Plan.</p>
<p>24. Brochure grows and rotates.</p> <p>SUPER: Free information kit and Medicare Guide</p> <p>AARP Medicare Supplement Plans (logo)</p> <p>CALL TOLL-FREE [1-XXX-XXX-XXXX] TTY 711 GuideToMedicare.com</p> <p>Component Code: TV251ST WB (03/11)</p>	<p>AVO: You'll get this free information kit and guide to understanding Medicare, to help you choose the plan that's right for you.</p> <p>Call this toll-free number now or visit us online at GuideToMedicare.com.</p>