

SERFF Tracking Number: MUTM-127143630 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 48643
Company Tracking Number: JAMIE LUCY
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - MC34809
Project Name/Number: Long Term Care Advertising/MC34809

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127143630 State: Arkansas
MC34809

TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed- State Tr Num: 48643
Closed

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: JAMIE LUCY

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer,
Stephanie Fowler

Author: Jamie Lucy

Disposition Date: 05/16/2011

Date Submitted: 05/02/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Status of Filing in Domicile:

Project Number: MC34809

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 05/16/2011

State Status Changed: 05/16/2011

Deemer Date:

Created By: Jamie Lucy

Submitted By: Jamie Lucy

Corresponding Filing Tracking Number:

Filing Description:

NAIC #: 261-71412

FEIN #: 47-0246511

Mutual of Omaha Insurance Company

Long Term Care Advertising

Print Advertisement: MC34809

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 can be used in a variety of formats including, but not limited to a flyer, poster, table top ad, mailer, postcard, newspaper, brochure or electronic. It may be printed in color or black and white and the size may vary based on its use. Any change in size will not affect the content of this advertisement or conformity with applicable regulatory requirements.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Your notice of acceptance of this filing will 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

jl

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com

Consultant

Mutual of Omaha 402-351-2476 [Phone]

Mutual of Omaha Plaza 402-351-5298 [FAX]

Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance Company CoCode: 71412 State of Domicile: Nebraska

Mutual of Omaha Plaza Group Code: 261 Company Type: Health Insurance

Omaha, NE 68175 Group Name: State ID Number:

(402) 351-6910 ext. [Phone] FEIN Number: 47-0246511

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Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	05/02/2011	47140842

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	05/16/2011	05/16/2011

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Disposition

Disposition Date: 05/16/2011

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
Supporting Document	Memorandum of Variability	Filed-Closed	Yes
Form	Print Ad	Filed-Closed	Yes

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Form Schedule

Lead Form Number: MC34809

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 05/16/2011	MC34809	Advertising Print Ad	Initial		0.000	MC34809.pdf

[Your Licensed Company Name Required]

[Agent Name]

[Agent Address]

[Agent City, State, ZIP]

[Agent Phone Number]

[Agent E-mail]

Looking for a way to attract and retain association members?

Dear [Association President]:

Mutual of Omaha Insurance Company and its affiliate, United of Omaha Life Insurance Company offer long-term care insurance policies to members of associations just like yours. Association executives report that giving members the opportunity to purchase this valuable insurance protection helps build member satisfaction and increases membership through referrals.

Long-term care insurance provides a number of advantages your members may appreciate. When the need for long-term care arises due to a prolonged illness, injury or the simple process of aging, the policy makes funds available to help people get the care they need. And this may allow them to remain in their homes as long as possible, avoid relying on family and friends to provide care and protect their retirement savings.

By allowing us to market to your association members, they will have the opportunity to purchase our long-term care insurance policy at premiums which are lower than those available to the general public.* Best of all it costs you nothing to administer.

Tailoring benefits to the needs of organizations like yours is not new to us. We've been providing insurance coverage to association members for over 50 years, and our insurance products are offered to hundreds of associations representing more than five million members nationwide.

Contact me today to learn more. I'll be happy to show you how easy it is to give members of your association the opportunity to purchase our long-term care insurance.

Sincerely,

[Agent Name]

*An Independent Licensed Agent***

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company or United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Mutual of Omaha Insurance Company is licensed nationwide. United of Omaha Life Insurance Company is licensed in all states except NY and does not solicit business in NY. Policy forms: LTC09M, LTC09M-AG (or state equivalent). In ID: LTC09M-ID, LTC09M-AG-ID; In NC: LTC09M-NC, LTC09M-AG-NC; In NY: LTC09M-NY, LTC09M-AG-NY; In OK: LTC09M-OK, LTC09M-AG-OK; In OR: LTC09M-OR, LTC09M-AG-OR; In PA: LTC09M-PA, LTC09M-AG-PA; In TX: LTC09M-TX, LTC09M-AG-TX; In WA: LTC09M-WA, LTC09M-AG-WA, LTC09U, LTC09U-AG (or state equivalent). In ID: LTC09U-ID, LTC09U-AG-ID; In NC: LTC09U-NC, LTC09U-AG-NC; In OK: LTC09U-OK, LTC09U-AG-OK; In OR: LTC09U-OR, LTC09U-AG-OR; In PA: LTC09U-PA, LTC09U-AG-PA; In WA: LTC09U-WA, LTC09U-AG-WA. Each underwriting company is responsible for its own financial and contractual obligations. Products and features may not be available in all states and may vary by state. Policies have exclusions and limitations. For costs and complete details of coverage, contact us or your licensed insurance agent.

This is a solicitation of insurance. You may be contacted by telephone by an insurance agent.

* The coverage provided will be individual and not group coverage.

** WA residents: All references to the term "agent" should be replaced with "producer."



**MUTUAL OF OMAHA
INSURANCE COMPANY**



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Memorandum of Variability	Filed-Closed	Date: 05/16/2011
Comments:		
Attachment:		
MC34809_MOV.pdf		

VARIABLE MATERIAL FOR ADVERTISING FORM

Form Number: MC34809

The following information in the aforementioned advertisement is bracketed to denote variable material.

<u>Section</u>	<u>Explanation</u>
1. Association President	1. This will list the name of the president of one of our approved associations.