

SERFF Tracking Number: MUTM-127159596 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 48824
Company Tracking Number: KELLY KRUMWIED
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - MC34189_0311
Project Name/Number: Long Term Care Advertising /MC34189_0311

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127159596 State: Arkansas
MC34189_0311

TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed- State Tr Num: 48824
Closed

Sub-TOI: LTC03I.001 Qualified Co Tr Num: KELLY KRUMWIED State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Harris Shearer,
Stephanie Fowler

Author: Kelly Krumwied Disposition Date: 06/02/2011
Date Submitted: 05/19/2011 Disposition Status: Filed-Closed
Implementation Date:

Implementation Date Requested:
State Filing Description:

General Information

Project Name: Long Term Care Advertising
Project Number: MC34189_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: 06/02/2011
State Status Changed: 06/02/2011
Created By: Kelly Krumwied
Corresponding Filing Tracking Number:

Deemer Date:
Submitted By: Kelly Krumwied
Filing Description:
NAIC #: 261-71412
FEIN #: 47-0246511
Mutual of Omaha Insurance Company
Long-Term Care Advertising
MC34189_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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We request that the Date, Time, Location, Agent's Name, Phone Number and E-mail address be considered variable.

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

kk

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

Filing Fees

Fee Required? Yes

Fee Amount: \$50.00

Retaliatory? No

Fee Explanation:

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Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	05/19/2011	47782298

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	06/02/2011	06/02/2011

SERFF Tracking Number: *MUTM-127159596* *State:* *Arkansas*
Filing Company: *Mutual of Omaha Insurance Company* *State Tracking Number:* *48824*
Company Tracking Number: *KELLY KRUMWIED*
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Advertising - MC34189_0311*
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Disposition

Disposition Date: 06/02/2011

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	Enrollment Poster	Filed-Closed	Yes

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Form Schedule

Lead Form Number: MC34189_0311

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 06/02/2011	MC34189_0311	Advertising	Enrollment Poster	Initial		0.000	MC34189_0311.pdf



Mutual Care[®] at Work

Long-Term Care Insurance from Mutual of Omaha Insurance Company



Time to protect your plans for the future.

Apply for long-term care insurance during open enrollment. Now's the time to help protect the plans you've made for the future so you can continue living life your way.

Long-term care insurance can help you:

- Protect your retirement savings from the high cost of care
- Remain in your home, receiving the care you need
- Maintain your independence without relying on your family

If you have questions, please contact:

[Agent Name]
[Agent Phone Number]
[Agent E-mail]

Open enrollment period:

[Date] to [Date]

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175 [1-800-775-6000]. Policy forms LTC09M-5ML, LTC09M-10ML (or state equivalent). In ID: LTC09M-5ML-ID, LTC09M-10ML-ID. In NC: LTC09M-5ML-NC, LTC09M-10ML-NC. In OK: LTC09M-5ML-OK, LTC09M-10ML-OK. In OR: LTC09M-5ML-OR, LTC09M-10ML-OR. In PA: LTC09M-5ML-PA, LTC09M-10ML-PA. In WA: LTC09M-5ML-WA, LTC09M-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).