

SERFF Tracking Number: MUTM-127168978 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 48777
Company Tracking Number: SHELLY KAIPUST
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - UL5311
Project Name/Number: Medicare Supplement Advertising/UL5311

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - UL5311 SERFF Tr Num: MUTM-127168978 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48777

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: SHELLY KAIPUST State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Author: Shelly Kaipust Disposition Date: 06/01/2011
Date Submitted: 05/16/2011 Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: UL5311

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: 06/01/2011

State Status Changed: 06/01/2011

Created By: Shelly Kaipust

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Shelly Kaipust

Filing Description:

NAIC# 261-69868

FEIN# 47-0322111

United of Omaha Life Insurance Company

Medicare Supplement Advertising

UL5311

RIIMS1

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.

SERFF Tracking Number: MUTM-127168978 State: Arkansas
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Company Tracking Number: SHELLY KAIPUST
TOI: MS081 Individual Medicare Supplement - Sub-TOI: MS081.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - UL5311
Project Name/Number: Medicare Supplement Advertising/UL5311

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

Company and Contact

Filing Contact Information

Michelle Kaipust, Senior Policy Drafting and Regulatory Assistant shelly.kaipust@mutualofomaha.com
Mutual of Omaha 402-351-8391 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company CoCode: 69868 State of Domicile: Nebraska
Mutual of Omaha Plaza Group Code: 261 Company Type: Life Insurance
Omaha, NE 68175 Group Name: State ID Number:
(402) 351-6910 ext. [Phone] FEIN Number: 47-0322111

Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation:

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Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$100.00	05/16/2011	47632099

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	06/01/2011	06/01/2011

SERFF Tracking Number: MUTM-127168978 *State:* Arkansas
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Disposition

Disposition Date: 06/01/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: UL5311

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 06/01/2011	UL5311	Advertising Letter		Initial		0.000	UL5311 (New).pdf
Filed-Closed 06/01/2011	RIIMS1	Advertising Carrier		Initial		0.000	RIIMS1.pdf

[Full Name-Name 1]
[Secondary Address]
[Primary Address]
[City, State Zip]
[Barcode]

Dear [Full Name-Name 1],

Supplementing Medicare doesn't have to be confusing...

Regions Insurance, Inc. has dedicated insurance agents who will guide you to ensure you have the knowledge you need to help keep your healthcare expenses in check.

Medicare Supplement Insurance

Medicare Supplement Insurance is the type of additional insurance coverage that can help pay for costs that Medicare may not cover. We will work with you to determine the right coverage at the right price. Medicare Supplement Insurance is available through Regions Insurance and is underwritten by United of Omaha Life Insurance Company.

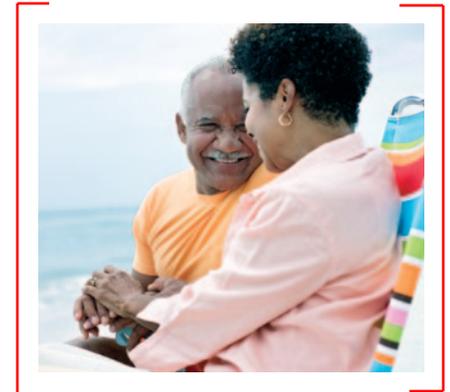
This is the type of service you expect from Regions Insurance — helping you understand your options and control your healthcare costs now and in the future.

Call **[1-877-692-8691]** for more information or to schedule a free, no-obligation appointment.

Sincerely,

[Agent Name/Signature]

An Independent Licensed Agent



Understand your options and help control costs.

Call [1-877-692-8691] for more information or to schedule a free, no-obligation appointment.



UNITED OF OMAHA LIFE INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY

This is a solicitation of insurance and an insurance agent may contact you by telephone.

Medicare Supplement Insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Policy forms UM20, UM21, UM22, UM23, UM24, UM30, UM31 or state equivalent. Policies have exceptions, limitations and reductions. All plans may not be available in all states. For costs and complete details of coverage, contact your insurance agent. In MO, if you receive Medicare benefits because of a disability, you may apply for a Medicare supplement policy regardless of your age. Neither United of Omaha Life Insurance Company nor their Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program. United of Omaha Life Insurance Company is proud to authorize Regions Insurance, Inc. and its licensed, independent insurance agents to sell our insurance products.

© 2011 Regions. Regions Insurance may receive compensation from insurance companies or their affiliates in the form of commissions, which are calculated as a percentage of the premium paid to the insurance company by a customer and additional compensation from some insurance companies based on incentive or contingent criteria such as the amount of the total premium collected by an insurance company, underwriting profitability, or other factors. The amount of additional compensation, if any, is not generally known until the completion of the underwriting year. Please contact 1-866-688-0658 if you have any questions. The purchase of insurance is completely optional. Whether or not you purchase insurance will not affect any application for credit or the terms of any existing credit agreement.

Regions Insurance, Inc. is a wholly owned subsidiary of Regions Insurance Group, Inc., which is a subsidiary of Regions Financial Corporation. Insurance products are not deposit, not FDIC insured, not guaranteed by the bank, may lose value and not insured by any federal government agency.

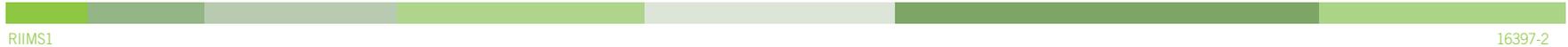
P.O. Box 11007
Birmingham, AL 35288



PRSR STD
U.S. POSTAGE
PAID
ZIP CODE 08540
PERMIT NO 299



We can help simplify Medicare supplement for you.



RIIMS1

16397-2

Printed on Recycled Paper 

Let us work with you to better understand your Medicare supplement options.

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Memo of Variability	Filed-Closed	06/01/2011
Comments:		
Attachment:		
UL5311 (MoV).pdf		

VARIABLE MATERIAL FOR ADVERTISING FORM UL5311

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

Section	Explanation
<p>Picture <i>located on right side of letter</i></p>	<p>This picture is variable to leave the opportunity to insert a photo of a different senior couple. This photo may also be placed lower on the panel with the heading at top and background shading.</p> 
<p>[1-877-692-8691] <i>5th paragraph of letter and below picture</i></p>	<p>Regions Insurance Inc. Telephone Number</p>
<p>Contact ID:[XXXXXXX] <i>Bottom right corner of letter</i></p>	<p>Promotional code; used internally to track promotion results.</p>