

SERFF Tracking Number: MUTM-127180186 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 48850
Company Tracking Number: JAMIE LUCY
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - ML11778_0411
Project Name/Number: Long Term Care Advertising/ML11778_0411

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127180186 State: Arkansas
ML11778_0411

TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed-Closed State Tr Num: 48850

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: 06/02/2011

Date Submitted: 05/23/2011

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: ML11778_0411

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: 06/02/2011

State Status Changed: 06/02/2011

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

ML11778_0411

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 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

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	05/23/2011	47903715

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Correspondence Summary

Dispositions

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

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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
Supporting Document	Memorandum of Variability	Filed-Closed	Yes
Form	Letter	Filed-Closed	Yes

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Form Schedule

Lead Form Number: ML11778_0411

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-	ML11778_0	Advertising	Letter	Initial		0.000	ML11778_04
Closed	411						11.pdf
06/02/2011							

MUTUAL OF OMAHA INSURANCE COMPANY



Are you protecting your most valuable business asset?

The success of your business depends on your employees. You hire the best people. Provide an environment where they can thrive and grow. And compensate them fairly for their time and talent so they'll stay with you for years to come.

But did you know a long-term care situation has the potential to derail your plans?

When an employee suffers a long-term illness or injury, he or she not only will experience a reduction in income due to the inability to work, but also may face paying the high cost of long-term care services. If a family member needs care, the employee may have to miss work, decrease work hours or take an extended leave of absence to provide care.

Long-term care insurance may help. Mutual of Omaha Insurance Company offers the Mutual Care at Work long-term care insurance program to help you protect your employees and your business. It provides funds to help employees pay for the care they need. And, because coverage also is available to family members, it may eliminate the need for an employee to become a full-time caregiver. And that's good for your business.

Adding long-term care insurance to your employee benefits package is easy. You may offer coverage to all employees or a select few. And you may pay for the coverage using business dollars or simply make it available to employees on a voluntary basis at no cost to you. The choice is yours.

If you'd like to learn more about how a Mutual Care at Work long-term care insurance program may help protect your most valuable business asset, contact me today.

Sincerely,

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

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. This is a solicitation of insurance. 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. You may be contacted by telephone by an insurance agent (in WA: producer).

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Memorandum of Variability	Filed-Closed	Date: 06/02/2011
Comments:		
Attachment:		
VM-ML11778_0411.pdf		

VARIABLE MATERIAL FOR ADVERTISING FORM ML11778_0411

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

<u>Section</u>	<u>Explanation</u>
[1-800-775-6000]	The phone number is variable in case it changes in the future.
[Agent Name] [Agent Phone Number] [Agent Email]	Agent name sending the letter. Agent Phone Number will be the agent's phone number. Agent Email will be the agent's email address.