

SERFF Tracking Number: UHLC-127164821 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 48764
Company Tracking Number: TV283ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/TV283ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127164821 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48764

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: TV283ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton

Date Submitted: 05/13/2011

Disposition Date: 06/01/2011

Disposition Status: Filed-Closed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: ADVERTISING

Status of Filing in Domicile: Not Filed

Project Number: TV283ST

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: 06/01/2011

State Status Changed: 06/01/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: TV282ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement.

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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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	05/13/2011	47556534

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Correspondence Summary

Dispositions

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

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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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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	TELEVISION SCRIPT	Filed-Closed	Yes

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Form Schedule

Lead Form Number: TV283ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 06/01/2011	TV283ST	Advertising	TELEVISION SCRIPT	Initial		45.000	TV283ST.pdf

VIDEO

AUDIO

1. Open spot with graphic word on top of grey area:

SUPER:
MEDICARE

SUPER:
(hold throughout)
Call for free guide
[1-XXX-XXX-XXXX]

(appears throughout spot)
Toll-Free
TTY 711

Component Code:
TV283ST

2. The word "MEDICARE" rotates to reveal the word "CHOOSING"

SUPER:
CHOOSING

Other word dissolves up.

SUPER:
Your own doctor or hospital

3. **SUPER:**
"CHOOSING" drops down over the words "Your own" as the word doctor or hospital start to come forward.

AVO:

If you're eligible for Medicare...

AVO:

...choosing your..

AVO:

...own doctor or hospital...

VIDEO	AUDIO
<p>4. The words, “doctor or hospital” comes forward and slides past the camera until the type is gone.</p>	<p>AVO: ...may be important to you.</p>
<p>5. Grey bar drops down revealing AARP Medicare Supplement Insurance Plans (logo)</p> <p>Logo grows larger.</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: So take a look at a Medicare supplement plan, like an AARP Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company.</p>

VIDEO	AUDIO
<p>6. Previous scene slides down. Revealing scene starting to pan up over stethoscope.</p> <p>SUPER: All Medicare Supplement plans let you visit</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:</p> <p>All Medicare supplement insurance plans let you go to...</p>
<p>7. SUPER: Any Doctor</p>	<p>AVO:</p> <p>...any doctor or...</p>
<p>8. SUPER: Any Hospital</p>	<p>AVO:</p> <p>...any hospital that accepts Medicare patients.</p>
<p>9. SUPER: No Networks</p>	<p>AVO:</p> <p>There are no networks and...</p>

VIDEO	AUDIO
<p>10. SUPER: No Referrals Needed</p>	<p>AVO: ...no specialist referrals needed.</p>
<p>11. Previous scene moves left revealing brochure with</p> <p>SUPER: Free Information Kit and Medicare Guide</p> <p>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.</p>	<p>AVO: Call now for this free information kit and Medicare guide...</p>
<p>12. Previous scene rotates to reveal AARP Medicare Supplement Plans Card. Card moves forward towards camera.</p>	<p>AVO: ...and learn more about the only Medicare Supplement plans...</p>
<p>13. Card wipes by screen.</p>	<p>AVO: ...endorsed by AARP.</p>

VIDEO	AUDIO
<p>14. Previous scene reveals outline of the United States.</p> <p>SUPER: Nationwide</p> <p>LEGAL: In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>	<p>AVO:</p> <p>All Medicare supplement plans travel with you nationwide.</p>
<p>15. Camera moves in to map.</p> <p>SUPER: FREEDOM OF CHOICE</p>	<p>AVO:</p> <p>So wherever you go in the US, you'll have the freedom of choice.</p> <p>With no networks or referrals needed.</p>

VIDEO

AUDIO

16. The line 'Save Up To Thousands Of Dollars*' fills frame and slides past camera.

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.

AVO:

And they can help

17. **SUPER:**
Save Up To Thousands of Dollars

AVO:

...pay some of what Medicare doesn't, so you could save up to thousands of dollars in out of pocket expenses.

VIDEO	AUDIO
<p>18. Grey bar drops down revealing AARP Medicare Supplement Plans (logo)</p> <p>LEGAL: Not connected with or endorsed by the US Government or the Federal Medicare Program.</p> <p>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.</p> <p>Component Code: TV283ST</p>	<p>AVO:</p> <p>Call now and learn more about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.</p>
<p>19. Previous scene rotates to reveal brochure.</p> <p>SUPER: Free Information Kit and Medicare Guide</p> <p>LEGAL: This is a group Medicare supplement policy and you must be an AARP member to purchase this product.</p> <p>Component Code: TV283ST</p>	<p>AVO:</p> <p>Get this free information kit, including this Medicare Guide.</p> <p>You don't need to be an AARP member to call.</p> <p>So why wait?</p> <p>Call now.</p>