

SERFF Tracking Number: UHLC-127181040 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 48879  
 Company Tracking Number: CA25140ST  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: GROUP MEDICARE SUPPLEMENT  
 Project Name/Number: ADVERTISING/CA25140ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127181040 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48879

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: CA25140ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton

Date Submitted: 05/25/2011

Disposition Date: 06/02/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: ADVERTISING

Status of Filing in Domicile: Not Filed

Project Number: CA25140ST

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: 06/02/2011

State Status Changed: 06/02/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: CA25140ST

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. The material included within this filing is an Invitation to Inquire.

Please note that the Business Reply Card, MS2516ST, attached to CA25140ST was previously approved on previously approved on 4/28/2010 under the Department's File Number: 45484 and is attached For Positioning Only (FPO).

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Final production of the enclosed advertising will show the component number on the bottom left hand corner of the advertisement.

## 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	05/25/2011	48003634

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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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<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	SELF MAILER	Filed-Closed	Yes

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## Form Schedule

**Lead Form Number: CA25140ST**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 06/02/2011	CA25140S	Advertising	SELF MAILER	Initial		45.000	CA25140STF PO.pdf



# Discover a plan with competitive rates. It could be a better fit than your current plan.

Are rising rates making you think twice about your current Medicare supplement insurance coverage? It's time to think about changing to an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York, for New York residents). The rates are competitive and could help you save on your out-of-pocket health care expenses.

## An AARP Medicare Supplement Plan may be able to help.

Medicare supplement plans offer standardized benefits you can rely on. Get the only one that carries the AARP name.

Like all standardized plans,

### AARP Medicare Supplement Insurance Plans:

- Provide coverage for some or all of the expenses not paid by Medicare
- Provide benefits for Medicare Part  and Part  co-insurance. Some plans also provide benefits for the Part  and Part  deductibles
- Let you choose your own doctor, specialist and hospital that accept Medicare patients
- Feature limited out-of-pocket expenses when you see a doctor or go to the hospital

**Plus, AARP Medicare Supplement Insurance Plans offer competitive pricing to fit your budget.**

### Some plans to note are:

#### Plan C

which covers Part  and Part  deductibles, as well as skilled nursing facility co-payments and hospice co-insurance

#### Plan F

a plan that has the benefits of Plan C and covers the difference between doctors' charges and what Medicare approves<sup>1</sup>

#### Plan N

a lower priced plan with predictable co-pays of up to \$20 for physician office visits

## These plans carry a nationally recognized name.

It's nice to know that you can choose a plan that carries the AARP name. Find out if one of them is right for you.

**Consider a Medicare supplement plan – it could help you save up to thousands in out-of-pocket expenses.<sup>2</sup>**

To find out more about AARP Medicare Supplement Insurance, call today.

**[1-877-539-2857]**  
**(TTY: 711)**

**Monday to Friday, 7 a.m. to 11 p.m.;**  
**Saturday 9 a.m. to 5 p.m. EST**

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

AARP doesn't make individual recommendations for health-related products, services, insurance or programs. You are encouraged to evaluate your needs and compare products.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). 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.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

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, brokers, producers, representatives or advisors.

Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

<sup>1</sup> Under Pennsylvania and Ohio law, a physician may not charge or collect fees from Medicare patients which exceed the Medicare-approved Part B charge. In New York, excess charges are limited to 5%. Plan F pays benefits for excess charges when services are rendered in a jurisdiction not having a balance billing law.

<sup>2</sup> 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.

**AARP** Medicare Supplement Plans  
insured by **UnitedHealthcare Insurance Company**



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO. 45 LEHIGH VALLEY PA

POSTAGE WILL BE PAID BY ADDRESSEE

**UNITEDHEALTHCARE  
INSURANCE COMPANY**  
PO BOX 25601  
LEHIGH VALLEY PA 18003-9905

