

SERFF Tracking Number: UHLC-127181223 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 48961
Company Tracking Number: CA25141ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT PLANS
Project Name/Number: ADVERTISING/CA25141ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT PLANS SERFF Tr Num: UHLC-127181223 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48961

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: CA25141ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton

Date Submitted: 06/02/2011

Disposition Date: 06/06/2011

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: CA25141ST

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: 06/06/2011

State Status Changed: 06/06/2011

Deemer Date:

Created By: Tammy Frederick

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: CA25141ST

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, MS2520ST, attached to CA25045ST was previously approved on previously approved on 7/22/2010 under the Department's File Number: 46201 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	06/02/2011	48274683

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Correspondence Summary

Dispositions

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

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Disposition

Disposition Date: 06/06/2011

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
	Self-Mailer	Filed-Closed	Yes

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Form Schedule

Lead Form Number: CA25141ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 06/06/2011	CA25141S	T	Advertising Self-Mailer	Initial		45.000	CA25141STF PO.pdf

Yes! I'd like to know more about AARP® Medicare Supplement Insurance Plans, including benefits, costs, eligibility requirements, exclusions and limitations.

Return this card or call toll-free: [1-800-523-5800], code [XXX]

[Membership #]
[Sample A. Sample]
[123 Main Street]
[Anytown, US XXXXX-XXXX]

1) Date of Birth Medicare (Part B) Effective Date
MM/DD/YYYY MM/YYYY

2) Phone () -

If you provide your phone number or e-mail address, an agent/producer may contact you.

3) E-mail Address

This is a solicitation of insurance. An agent/producer may contact you.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). AARP does not employ or endorse agents, brokers, producers, representatives or advisors.

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

**Request your
free information
kit today.**



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

PRST STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

AARP Medicare Supplement Insurance Plans,
insured by UnitedHealthcare Insurance Company
P.O. Box 1017
Montgomeryville, PA 18936-1017

[Sample A. Sample]
[123 Main Street]
[Anytown, US XXXXX-XXXX]

Inside:

**5 important questions
you need to ask about
supplementing your
health insurance coverage.**

**Make sure your Medicare supplement insurance
is right for you. Call and ask the questions inside.**

CA25141ST

**When it comes to
supplementing Medicare,**



**you can never ask too
many questions.**

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

Are you getting what you want from your supplemental health insurance?

If you're not satisfied with your present situation, the questions above are a good start to better understanding what you could get from an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare).

What sort of customer satisfaction rates does my insurer have? Am I happy with the level of customer service I'm

receiving from my insurer? Hopefully, you've asked the right questions and determined your current insurance is the best for you and your needs.

Call a licensed insurance agent/producer now to get answers to the above questions that you'll feel confident about – and to find out more about AARP Medicare Supplement Insurance Plans.

Here are **5** questions to ask your current Medicare supplement provider.

1 Are my monthly rates as competitive as they can be?

2 Does my insurer have a history of high rate increases?¹

3 Does my insurance provider have millions of insured members that rely on it every day for Medicare supplement insurance?

4 Do I receive discounts on eyewear, prescription drugs, and more² in addition to my supplemental insurance?

5 Is my insurance company ranked as A-rated by A.M. Best?³

Cut out and save. 

You deserve some answers.

Call today.

[1-800-523-5800], code [XXX]
711 for TTY



Return the attached card



Visit www.aarpmedsup.com

¹AARP Medicare Supplement Insurance Plan rates have increased, on national average, less than 6% each year from 2006 to 2010. National aggregate figure. Increases vary by plan, state and year. <http://www.uhcmedsupstats.com> or call to request a copy of the full report.

²These services are not an insurance program and may be discontinued at any time.

³In 2010, UnitedHealthcare Insurance Company was rated "A-stable" by A.M. Best, an independent organization that evaluates insurance company financial performance. The rating refers only to the overall financial status of the company and is not a recommendation of the specific policy provisions, rates or practices of the insurance company. www.ambest.com

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.

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



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

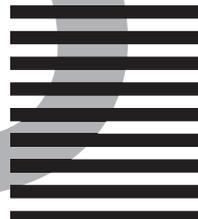
BUSINESS REPLY MAIL

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



**For your free
information kit,
fill out the other
side of this card.**

