Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - AFN43555	SERFF Tr Num: MUTM-127190514	State: Arkansas
TOI: LTC03I Individual Long Term Care	SERFF Status: Closed-Filed-Closed	State Tr Num: 49025
Sub-TOI: LTC03I.001 Qualified	Co Tr Num: KELLY KRUMWIED	State Status: Filed-Closed
Filing Type: Advertisement		Reviewer(s): Harris Shearer, Stephanie Fowler
	Author: Kelly Krumwied	Disposition Date: 07/08/2011
	Date Submitted: 06/10/2011	Disposition Status: Filed-Closed
Implementation Date Requested:		Implementation Date:
State Filing Description:		

General Information

Project Name: Long Term Care Advertising
Project Number: AFN43555
Requested Filing Mode:
Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:

Deemer Date:
Submitted By: Kelly Krumwied
Filing Description:
NAIC #: 261-71412
FEIN #: 47-0246511
Mutual of Omaha Insurance Company
Long Term Care Advertising
Computer Presentation: AFN43555

Status of Filing in Domicile:
Date Approved in Domicile:
Domicile Status Comments:
Market Type: Individual
Individual Market Type:
Filing Status Changed: 07/08/2011
State Status Changed: 07/08/2011
Created By: Kelly Krumwied
Corresponding Filing Tracking Number:

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.

We request that any information in brackets be considered variable.

For your reference, we will also be submitting this advertisement to your Department under a separate filing for United of Omaha Life Insurance Company

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

kk

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance Consultant	carly.cole@mutualofomaha.com
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

SERFF Tracking Number:	*MUTM-127190514*	*State:*	*Arkansas*
Filing Company:	*Mutual of Omaha Insurance Company*	*State Tracking Number:*	*49025*
Company Tracking Number:	*KELLY KRUMWIED*		
TOI:	*LTC03I Individual Long Term Care*	*Sub-TOI:*	*LTC03I.001 Qualified*
Product Name:	*Long Term Care Advertising - AFN43555*		
Project Name/Number:	*Long Term Care Advertising/AFN43555*		

Fee Explanation:

Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	$50.00	06/10/2011	48540746

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/08/2011	07/08/2011

Disposition

Disposition Date: 07/08/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number:	*MUTM-127190514*	*State:*	*Arkansas*
Filing Company:	*Mutual of Omaha Insurance Company*	*State Tracking Number:*	*49025*
Company Tracking Number:	*KELLY KRUMWIED*		
TOI:	*LTC03I Individual Long Term Care*	*Sub-TOI:*	*LTC03I.001 Qualified*
Product Name:	*Long Term Care Advertising - AFN43555*		
Project Name/Number:	*Long Term Care Advertising/AFN43555*		

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Presentation	Filed-Closed	Yes

Form Schedule

Lead Form Number: AFN43555

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 07/08/2011	AFN43555	Advertising	Presentation	Initial		0.000	AFN43555 new.pdf

Brighten Your Members' Lives

Long-Term Care Insurance for Association Members

Mutual of Omaha

MUTUAL OF OMAHA INSURANCE COMPANY
UNITED OF OMAHA LIFE INSURANCE COMPANY

Brighten Your Members' Lives

AFN43555

What Matters Most?

Premiums which are lower than that available to the general public	Attracting and retaining members	Competitive, portable* products
Responsive service from local personal agents**	Free administration	Contemporary marketing materials

* The insurance provided will be individual coverage and not group coverage.
** Washington Residents: All instants of the term "agent" contained within this presentation should be replaced with "producer".

Mutual of Omaha

We offer a product your members may value:

Long-term care insurance

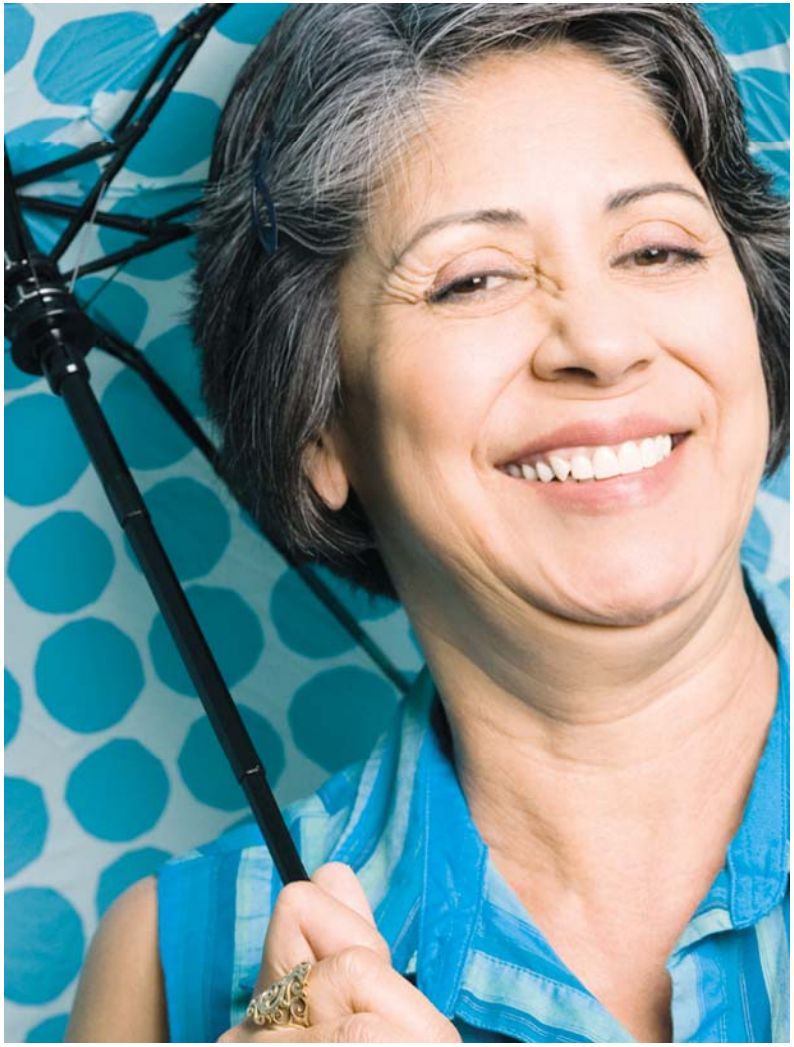
- Provides funds to help them get the care they need when they're no longer able to care for themselves
- Allows members to purchase this policy at a premium which is lower than that available to the general public

Mutual of Omaha

Experience

We provide insurance policies to members of more than 500 national, state and local organizations, including:

- National Small Business Association
- National Association for Female Executives
- American Advertising Federation
- National Livestock Producers Association



Mutual of Omaha

Brighten Your Members' Lives

Meeting all your members' long-term care needs.

Long-term care insurance may help them:

- Remain in the comfort of their own homes
- Avoid relying on family members to provide care
- Protect their retirement savings

Meeting the needs of your association

Allowing us to make long-term care insurance available to your members may:

- Attract and retain members
- Increase member satisfaction
- Offer an attractive benefit that costs you nothing

Current Ratings for Mutual of Omaha Insurance Company and United of Omaha Life Insurance Company

A.M. Best Company	Moody's Investor Service	Standard & Poor's
A+ (Superior)	Aa3 (Excellent)	A+ (Strong)
This rating is second highest of 16	This rating is fourth highest of 21	This rating is fifth highest of 21
For overall financial strength and ability to meet ongoing obligations to policyholders	For current financial strength and ability to withstand financial stress in the future	For financial strength to meet obilgations to policyholders
As of 06/11	As of 06/11	As of 06/11

Independent agency ratings. Ratings refer only to the overall financial status of the company and are not a recommendation of the specific policy provisions, rates or practices of the insurance company.

Mutual of Omaha

We'll Be There For Your Members

- Mutual of Omaha Insurance Company was chartered in 1909 – more than 100 years ago and is still going strong.
- United of Omaha Life Insurance Company was chartered in 1926

A Contemporary Brand

Mutual of Omaha

my aha moment

aha

Mutual of Omaha WILD KINGDOM

Mutual of Omaha | USA Swimming

OFFICIAL SPONSOR USA SWIMMING

Brighten Your Members' Lives

aha moments: True-life Stories of Inspiration

my aha moment

aha

"Either give up or follow my dream."

Watch

"It just keeps getting better."

Watch

"My 6-year-old changed a community."

Watch

Mutual of Omaha

Brighten Your Members' Lives

MUTUAL of OMAHA'S
WILD KINGDOM

USA
LEZAK
OMEGA
Mutual of Omaha
USA SWIMMING
OFFICIAL SPONSOR USA SWIMMING

CRISTIE KERR
FRED FUNK
BILLY MAYFAIR
JASON BOHN
JOE OGILVIE
ROGER TAMBELLINI
RYAN ARMOUR
KEVIN STREELMAN
Mutual of Omaha

Building Long-term Relationships

- Name recognition
- Service and support
- Competitive products

We provide the services and support you expect.

Your insurance agent will:

- Listen
- Work with you
- Provide ongoing support
- Attend meetings and events to share benefits information and answer questions
- Provide education and training support through educational events

Mutual of Omaha

A Simple Process

Two Steps for You

1. Agree to allow Mutual of Omaha Insurance Company or United of Omaha Life Insurance Company to offer long-term care insurance to your members.

2. Work with your insurance agent to develop a marketing plan to reach your membership.

Two Steps for Your Insurance Agent

1. Develop and implement the marketing plan to announce the relationship and communicate to your members.

2. Work with interested members to determine which long-term care product best fits their needs.

Mutual of Omaha

Questions?

Do you have questions about the long-term care insurance available to your members?

I am here to help!

[Agent Name]

[Agent Phone]

[Agent E-mail]

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company or United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. 1-800-775-6000. Mutual of Omaha Insurance Company is licensed nationwide. United of Omaha Life Insurance Company is licensed in all states except NY and does not solicit business in NY. Policy forms: LTC09M, LTC09M-AG (or state equivalent). In FL: LTC09M-FL, LTC09M-AG-FL; In ID: LTC09M-ID, LTC09M-AG-ID; In NC: LTC09M-NC, LTC09M-AG-NC; In NY: LTC09M-NY, LTC09M-AG-NY; In OK: LTC09M-OK, LTC09M-AG-OK; In OR: LTC09M-OR, LTC09M-AG-OR; In PA: LTC09M-PA, LTC09M-AG-PA; In TX: LTC09M-TX, LTC09M-AG-TX; In WA: LTC09M-WA, LTC09M-AG-WA. LTC09U, LTC09U-AG (or state equivalent). In FL: LTC09U-FL, LTC09U-AG-FL; In ID: LTC09U-ID, LTC09U-AG-ID; In NC: LTC09U-NC, LTC09U-AG-NC; In OK: LTC09U-OK, LTC09U-AG-OK; In OR: LTC09U-OR, LTC09U-AG-OR; In PA: LTC09U-PA, LTC09U-AG-PA; In TX: LTC09U-TX, LTC09U-AG-TX; In WA: LTC09U-WA, LTC09U-AG-WA. Each underwriting company is responsible for its own financial and contractual obligations. Products and features may not be available in all states and may vary by state. Policies have exclusions and limitations. For costs and complete details of coverage, contact us or your licensed insurance agent .

This is a solicitation of insurance. You may be contacted by telephone by an insurance agent.

Mutual of Omaha