

SERFF Tracking Number: MUTM-127289488 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 49120
Company Tracking Number: JAMIE LUCY
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - AFN43839
Project Name/Number: Medicare Supplement Advertising/AFN43839

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - AFN43839 SERFF Tr Num: MUTM-127289488 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49120

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: JAMIE LUCY State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Author: Jamie Lucy Disposition Date: 07/14/2011
Date Submitted: 06/23/2011 Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising
Project Number: AFN43839
Requested Filing Mode:
Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:

Status of Filing in Domicile:
Date Approved in Domicile:
Domicile Status Comments:
Market Type: Individual
Individual Market Type:
Filing Status Changed: 07/14/2011
State Status Changed: 07/13/2011
Created By: Jamie Lucy
Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Jamie Lucy

Filing Description:

NAIC #: 261-69868

FEIN #: 47-0322111

United of Omaha Life Insurance Company

Direct Response Advertising

Medicare Supplement Advertising

Magazine Ad: AFN43839

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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This advertisement is to be utilized in magazines which are distributed on a nationwide basis and is not intended to be specifically directed at residents of any particular state. Any subsequent advertising materials which are sent to consumers as a result of this advertisement will be specific to the consumer's state of residence.

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

United of Omaha Life Insurance Company CoCode: 69868 State of Domicile: Nebraska
Mutual of Omaha Plaza Group Code: 261 Company Type: Life Insurance
Omaha, NE 68175 Group Name: State ID Number:
(402) 351-6910 ext. [Phone] FEIN Number: 47-0322111

SERFF Tracking Number: MUTM-127289488 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 49120
Company Tracking Number: JAMIE LUCY
TOI: MS081 Individual Medicare Supplement - Sub-TOI: MS081.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - AFN43839
Project Name/Number: Medicare Supplement Advertising/AFN43839

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	06/23/2011	49033942

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/14/2011	07/14/2011

SERFF Tracking Number: MUTM-127289488 *State:* Arkansas
Filing Company: United of Omaha Life Insurance Company *State Tracking Number:* 49120
Company Tracking Number: JAMIE LUCY
TOI: MS081 Individual Medicare Supplement - *Sub-TOI:* MS081.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - AFN43839
Project Name/Number: Medicare Supplement Advertising/AFN43839

Disposition

Disposition Date: 07/14/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: AFN43839

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 07/14/2011	AFN43839	Advertising	Magazine Ad	Initial		0.000	AFN43839_FI NAL_with logo.pdf

ARE YOU MEDICARE ELIGIBLE?

3 things to consider when choosing a Medicare Supplement insurance policy from a Mutual of Omaha Company

**PRICE!
PRICE!
PRICE!**

Medicare supplement insurance from a company you can trust. Add our friendly personal customer service and you have the value and help with the security you seek.

Let Us Help You Choose The Right Medicare Supplement Insurance Policy At The RIGHT PRICE. Call Toll-Free Today!

[1-800-228-7104]

There is no obligation. [You can also visit us online at www.medsuppmagazine.com.]



YOURS FREE —

An easy-to-read and understand Medicare and Medicare supplement information booklet!

Neither Mutual of Omaha Insurance Company nor its affiliates or its Medicare supplement insurance policies, or its licensed insurance agents are connected with, endorsed by, affiliated with or sponsored by the U.S. federal or state government, the Social Security Administration, the Centers for Medicare and Medicaid Services, the Department of Health and Human Services or the federal Medicare program.

Medicare supplement insurance is underwritten by Mutual of Omaha Insurance Company or one of its affiliates, Mutual of Omaha Plaza, Omaha, NE 68175; 1-800-228-7104. The specific underwriting company is dependent upon your state of residence. Each underwriting company is solely responsible for its own financial and contractual obligations. Mutual of Omaha Insurance Company is licensed nationwide, including the District of Columbia. Policy forms: MM20, MM21, MM22, MM23, MM24, MM25 and MM30 or state equivalent. In FL: MM20-21653, MM22-21654, MM23-21655, MM24-21656 and MM30-22499; in NY: MM20-21669, MM21-21670, MM22-22407, MM23-22408, MM24-21671, MM25-21672 and MM30-22503; in WA: MM20R-21685, MM22R-21686, MM23R-22412, MM24R-21687, MM25R-21688 and MM30R-22507. United World Life Insurance Company is licensed nationwide, except in CT and NY and does not solicit business in CT or NY. Policy forms: WM20, WM21, WM22, WM23, WM24, WM25 and WM30 or state equivalent. In MN: WM26, WM27 and WM32; in PA: WM20-21836, WM21-21837, WM22-21838, WM23-21839, WM24-21840, WM25-21841, and WM30-22535. United of Omaha Life Insurance Company is licensed nationwide, except in NY and does not solicit business in NY. Policy forms: UM20, UM21, UM22, UM23, UM24 and UM30 or state equivalent. In ID: UM20-21698, UM23-21699, UM24-21700 and UM30-22551; in NC: UM20-21719NC, UM23-21720NC, UM24-21721NC and UM30-22567NC; in OK: UM20-21746, UM23-21747, UM24-21748 and UM30-22579; in OR: UM20R-21749, UM23R-21750, UM24R-21751 and UM30R-22581; in TX: UM20-21760, UM23-21761, UM24-21762 and UM30-22587; in WI: UM25. Not all policy forms may be available in every state. 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, contact your agent (in WA: producer) or the company. In some states, Medicare supplement policies are available to those eligible for Medicare due to a disability, regardless of age.

IMPORTANT NOTICE - "A CONSUMER'S GUIDE TO HEALTH INSURANCE FOR PEOPLE ELIGIBLE FOR MEDICARE" MAY BE OBTAINED FROM YOUR LOCAL SOCIAL SECURITY OFFICE, MUTUAL OF OMAHA INSURANCE COMPANY or any of its affiliates.

This is a solicitation of insurance and a licensed agent (in WA: producer) may contact you by telephone to provide additional information.



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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Memorandum of Variability	Filed-Closed	07/14/2011
Comments:		
Attachment:		
AFN43839 MOV.pdf		

Variable Material for Advertising Form

AFN43839

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

Middle of Ad

Phone Number is variable: [1-800-228-7104]

Middle of Ad

["You can also visit us online at..."]
- copy will be in or out