

SERFF Tracking Number: UHLC-127211440 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 49047
Company Tracking Number: LA25570ST
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/LA25570ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Group Medicare Supplement Plans SERFF Tr Num: UHLC-127211440 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49047

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: LA25570ST

State Status: Filed-Closed

Filing Type: Advertisement

Author: Tammy Frederick

Reviewer(s): Stephanie Fowler

Date Submitted: 06/13/2011

Disposition Date: 07/12/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Advertising

Status of Filing in Domicile: Not Filed

Project Number: LA25570ST

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: 07/12/2011

State Status Changed: 07/12/2011

Deemer Date:

Created By: Tammy Frederick

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: LA25570ST

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.

The Business Reply Cards -CA25121STBRC- that will be used with CA25121ST and CA25123STBRC- that will be used with CA25123ST are also attached for your review.

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 Plans 2010
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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: \$650.00
 Retaliatory? No
 Fee Explanation: 50.00 per component, 13 components
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$650.00	06/13/2011	48641955

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/12/2011	07/12/2011

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Disposition Date: 07/12/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	LETTER	Filed-Closed	Yes
Form	LETTER	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	SELF MAILER	Filed-Closed	Yes
Form	BUSINESS REPLY CARD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	SELF MAILER	Filed-Closed	Yes
Form	BUSINESS REPLY CARD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes
Form	PRINT AD	Filed-Closed	Yes

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Form Schedule

Lead Form Number: LA25570ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 07/12/2011	LA25770ST	Advertising	LETTER	Initial		45.000	LA25570ST_filing.pdf
Filed-Closed 07/12/2011	LA25571ST	Advertising	LETTER	Initial		45.000	LA25571ST_filing.pdf
Filed-Closed 07/12/2011	CA25120S	Advertising	PRINT AD	Initial		45.000	CA25120ST_filing.pdf
Filed-Closed 07/12/2011	CA25121S	Advertising	SELF MAILER	Initial		45.000	CA25121ST_filing no BRC.pdf
Filed-Closed 07/12/2011	CA25121S	Advertising	BUSINESS REPLY CARD	Initial		45.000	CA25121STB RC_filing.pdf
Filed-Closed 07/12/2011	CA25122S	Advertising	PRINT AD	Initial		45.000	CA25122ST_filing.pdf
Filed-Closed 07/12/2011	CA25123S	Advertising	SELF MAILER	Initial		45.000	CA25123ST_filing no BRC.pdf
Filed-Closed 07/12/2011	CA25123S	Advertising	BUSINESS REPLY CARD	Initial		45.000	CA25123STB RC_filing.pdf
Filed-Closed 07/12/2011	AS2647ST	Advertising	PRINT AD	Initial		45.000	AS2647ST_filing.pdf
Filed-Closed 07/12/2011	AS2648ST	Advertising	PRINT AD	Initial		45.000	AS2648ST_filing.pdf

There's a better way to shop
for a Medicare supplement
insurance plan:
face-to-face.

Dear Friend,

Choosing the right Medicare supplement insurance plan is a very important decision. But you don't have to do it alone.

Let's sit down face-to-face to discuss your health insurance needs. As a licensed, local agent authorized to offer AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, I can help answer your questions and explore your different options – so you can find the right coverage at a price you can afford.

Here are some things we can discuss:

- Medicare only pays about 80% of your Part B Medicare expenses. The rest is your responsibility – paid right from your own pocket. That's why having the right Medicare supplement plan is so important.
- With a Medicare supplement plan, you won't need to change doctors. You can choose any doctor or hospital that accepts Medicare patients.
- You can choose from a variety of plans to fit your needs and budget.

I'm here for you. Let's sit down face-to-face to talk about your needs and questions in greater detail. Please call me today – we'll get together at your convenience.



<Agent Name>
Licensed Insurance Agent
Contracted with UnitedHealthcare
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<1-800-272-2146>

AARP® | Medicare Supplement Plans
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Insurance Company

AARP® Medicare Supplement Plans are the only Medicare supplement plans to carry the AARP name, the organization formed to improve the lives of Americans age 50 and over. AARP Medicare Supplement Plans are available at competitive group rates to AARP members. Contact the agent listed on the other side today for more information.



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 11749 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.

There's a better way to shop for a Medicare supplement insurance plan: **face-to-face.**

Dear Friend,

Choosing the right Medicare supplement insurance plan is a very important decision. But you don't have to do it alone.

As a licensed, local agent authorized to offer AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, I can help answer your questions and explore your different options – so you can find the right coverage at a price you can afford.

Come to a meeting (see below) to learn more about AARP Medicare Supplement Plans. You'll get answers to your questions and explore your different options – so you can find the right coverage at a price you can afford.

<Meeting Date>
<Meeting Time>
<Location>
<Address>
<City, ST Zip>

<Meeting Date>
<Meeting Time>
<Location>
<Address>
<City, ST Zip>

<Meeting Date>
<Meeting Time>
<Location>
<Address>
<City, ST Zip>

I hope to see you at the meeting! Call me today to RSVP.



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An invitation for you...
**Let's sit down
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Your Medicare decisions
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<Agent Name>
<Agent Address>
<Agent City, State Zip>

Let me help answer your questions about
Medicare supplement insurance—**face-to-face.**

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

<John Q. Lasername>
<123 Any Street>
<Apt. 1A>
<Anytown, PA 12345-1234>



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Let's sit down face-to-face to discuss your health insurance needs. As a licensed, local agent authorized to offer AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, I can help answer your questions and explore your different options – so you can find the right coverage at a price you can afford.

Here are some things we can discuss:

- Medicare only pays about 80% of your Part B Medicare expenses. The rest is your responsibility – paid right from your own pocket. That's why having the right Medicare supplement plan is so important.
- With a Medicare supplement plan, you won't need to change doctors. You can choose any doctor or hospital that accepts Medicare patients.
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CA25121ST

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NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. [XXXX] [CITY], [ST]

POSTAGE WILL BE PAID BY ADDRESSEE

[Agency/FMO Name]

[Agent Name]

[Agent Address]

[City,] [State] [Zip]



Yes, I'd like more information about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

For more information, return this card or call:

<Agent Name>

Licensed Insurance Agent

Contracted with

UnitedHealthcare

Insurance Company

<Phone Number>

<Email>

Name _____
(Mr., Mrs., Ms.) Please Print

Address _____

City _____ State _____ Zip _____

Phone _____ Best Time To Call _____ AM/PM _____

E-mail Address _____

If you provide your phone number and/or email address, a licensed agent/producer may contact you. 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. This is a solicitation of insurance.** Exclusions, limitations and reductions may apply. Insured by UnitedHealthcare Insurance Company.

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<Agent Name>
<Agent Address>
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Medicare Supplement Plans

insured by **UnitedHealthcare Insurance Company**



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<Agent Name>
<Agent Address>
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CA25123ST

A

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<Address>	<Address>	<Address>
<City, ST Zip>	<City, ST Zip>	<City, ST Zip>

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NO POSTAGE
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IN THE
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BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. [XXXX] [CITY], [ST]

POSTAGE WILL BE PAID BY ADDRESSEE

[Agency/FMO Name]
[Agent Name]
[Agent Address]
[City,] [State] [Zip]





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<Agent Name>
Licensed Insurance Agent
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<Phone Number>
<Email>

Name _____
(Mr., Mrs., Ms.) Please Print
Address _____
City _____ State _____ Zip _____
Phone _____ Best Time To Call _____ AM/PM
E-mail Address _____

If you provide your phone number and/or email address, a licensed agent/producer may contact you. 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. This is a solicitation of insurance.** Exclusions, limitations and reductions may apply. Insured by UnitedHealthcare Insurance Company.



Medicare Supplement Plans
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Insurance Company

Medicare questions?

Let's sit down face-to-face to talk about your needs.

Call me today:

<Agent Name>

Licensed Insurance Agent

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<1-800-272-2142>

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AS2647ST

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Insurance Company

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AS2648ST

Choosing the right Medicare supplement insurance plan is a very important decision.

Fortunately, you don't have to do it alone.

Come to a meeting listed below to learn more about AARP® Medicare Supplement Plans, insured by UnitedHealthcare Insurance Company. As a licensed agent authorized to offer these plans, I'll help you find answers to your questions and explore your different options—so you can find the right coverage at a price you can afford.

<Meeting Date>

<Meeting Time>

<Location>

<Address>

<City, ST Zip>

<Meeting Date>

<Meeting Time>

<Location>

<Address>

<City, ST Zip>

<Meeting Date>

<Meeting Time>

<Location>

<Address>

<City, ST Zip>

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

Call me today to RSVP:

<Agent Name>

Licensed Insurance Agent
Contracted with UnitedHealthcare Insurance Company

<1-800-272-2146>



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Questions about
Medicare supplement insurance?

Let's sit down
and talk.

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As a licensed, local agent authorized to offer AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, I can help answer your questions and explore your different options – so you can find the right coverage at a price you can afford.

I'm here for you. Let's sit down face-to-face to talk about your needs and questions in greater detail. Please call me today—we'll get together at your convenience.

Call me today:

<Agent Name>

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<Meeting Date>

<Meeting Time>

<Location>

<Address>

<City, ST Zip>

<Meeting Date>

<Meeting Time>

<Location>

<Address>

<City, ST Zip>

<Meeting Date>

<Meeting Time>

<Location>

<Address>

<City, ST Zip>

**Call me today
to RSVP:**

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