

SERFF Tracking Number: UHLC-127228643 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 49056
Company Tracking Number: CA25144ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/CA25144ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127228643 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49056

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: CA25144ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick

Disposition Date: 07/12/2011

Date Submitted: 06/15/2011

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: CA25144ST

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: Michelle Ambach

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: CA25144ST

Filing Description:

UnitedHealthcare Insurance Company

AARP Medicare Supplement Advertising Material

Print Advertising

NAIC No: 0707-79413

File No: CA25144ST (PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE)

Submitted, for your review is advertising for use in connection with the AARP group health insurance plans. The

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enclosed advertising is new and does not replace any previously submitted advertisement. The material included within this filing is an Invitation to Inquire.

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	06/15/2011	48716286

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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

Disposition Date: 07/12/2011

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: CA25144ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 07/12/2011	CA25144S	Advertising	SELF MAILER	Initial		45.000	CA25144ST.pdf



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

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



CA25144ST

[John Q. Lasername
123 Any Street
Apt. 1A
Anytown, USA 12345-1234]

PRSRST STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

**A good search may yield
valuable results.**



r	g	v	b	r	b	s	v	v	e
c	o	v	e	r	a	g	e	r	a
t	o	v	n	a	e	e	s	i	o
v	a	e	e	s	n	c	e	s	e
i	c	c	f	o	e	o	r	n	s
s	a	v	i	n	g	s	v	e	p
p	r	o	t	e	c	t	i	o	n
e	n	e	s	p	c	e	c	s	v
c	c	o	v	a	l	u	e	t	e

Visit **www.aarpmedsup.com**
to discover information and tools
to help you search for an AARP®
Medicare Supplement Insurance Plan.

See details inside...

(Plus, find the word search answers inside!)

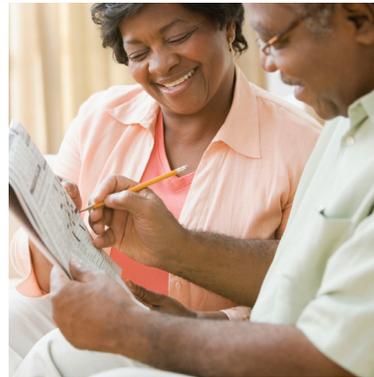
Looking for information about AARP Medicare Supplement Plans?

It's time to go online!

Just go to www.aarpmedsup.com to discover information and tools to help you shop for an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

A good search often yields valuable results. Maybe it's for buried treasure. A grandchild's favorite toy. Or even a lost earring.

Finding a Medicare supplement insurance plan can be frustrating, because you're probably receiving information from many different sources. That's why AARP Medicare Supplement Plans have created one comprehensive website where you can find information to help you make the right decisions.

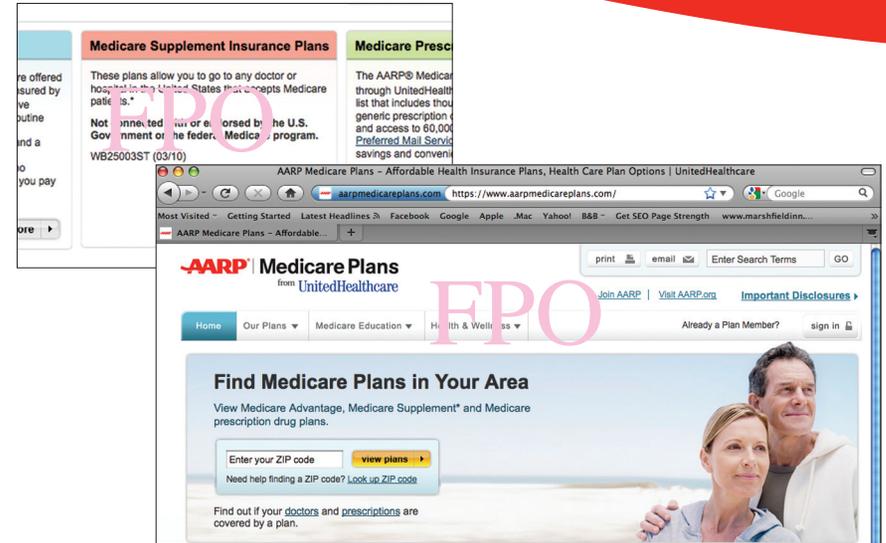
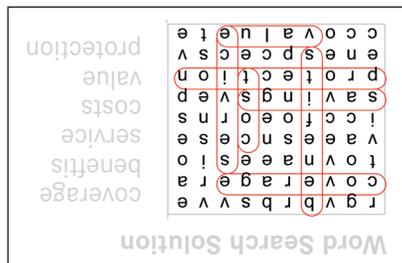


Just go to www.aarpmedsup.com today to discover information and tips that will help you:

- **Choose a plan** by answering a few short questions that will help you discover which plan might work best for you.
- **Understand how Medicare works**, including how the different parts of Medicare work together, what costs you're responsible for, and how to enroll.
- **See the AARP Medicare Supplement Insurance Plans available to you**, including detailed benefits, copays, coverages, and rates for each plan.

- **Discover the costs Medicare does not pay**, and why you may need supplemental insurance.
- **Find helpful health and wellness information**, including tools for healthy living and health management programs.
- **And much more!**

Just visit www.aarpmedsup.com today to get started!



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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.