

SERFF Tracking Number: UHLC-127281235 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 49076  
 Company Tracking Number: CA25064S3  
 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/CA25064S3

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Group Medicare Supplement Plans SERFF Tr Num: UHLC-127281235 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49076

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: CA25064S3

State Status: Filed-Closed

Filing Type: Advertisement

Author: Tammy Frederick

Reviewer(s): Stephanie Fowler

Date Submitted: 06/17/2011

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: CA25064S3

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: CA25064S3

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.

Please note that the Business Reply Card, MS2525ST, that will be used with CA25065S3, was approved on 8/31/2010 under the Department's File Number: 46531, is attached for placement purposes only.

## Company and Contact

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**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

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**Filing Fees**

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? No  
 Fee Explanation: per component, 1 component  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	06/17/2011	48818852

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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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<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	Self Mailer	Filed-Closed	Yes

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## Form Schedule

**Lead Form Number: CA25064S3**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed- Closed 07/12/2011	CA25064S 3	Advertising	Self Mailer	Initial		45.000	CA25064S3F PO.pdf

## Information Request Card

**YES!** Please send me more information about joining AARP and about AARP® Medicare Supplement Insurance Plans, including benefits, costs, eligibility requirements, exclusions and limitations.

[Sample A. Sample]  
[123 Any Street]  
[Apt. 1A]  
[Anytown, USA 12345-1234]

Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_

Medicare (Part B) Effective Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Phone \_\_\_\_-\_\_\_\_-\_\_\_\_

E-mail Address \_\_\_\_\_

If you provide your phone number or e-mail address, a representative may contact you.

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

Insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York for New York residents).

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors.

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

### Join AARP today to discover “MEMBERS ONLY” rates on an AARP Medicare Supplement Plan.

Now that your 65th birthday is approaching, there may have never been a better time to join AARP.

AARP was founded in 1958 to help people 50 and over improve the quality of their lives. As an AARP member, you'll receive the award-winning *AARP The Magazine*, *AARP Bulletin*, plus discounts on travel, insurance, groceries and much more!

As an AARP member turning age 65 and enrolling in Medicare, you may apply for coverage in an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company. These plans include competitive rates reserved for AARP members only.

Choosing your Medicare supplement coverage is an important decision, but one you don't have to face alone. One call may help you evaluate your needs and choose the coverage that makes sense for you. Call today for personalized information that may help you better understand how a Medicare supplement plan could work with Medicare, so you can make an informed decision before your birthday arrives!

As you approach this important milestone...  
**Become an AARP Member**  
for access to competitively priced  
Medicare supplement insurance!

[Sample A. Sample]  
[123 Any Street]  
[Apt. 1A]  
[Anytown, USA 12345-1234]

CA2506453

Soon you will sign up for Medicare.  
**So what's your plan?**



Discover a valuable and important opportunity available exclusively  
**FOR AARP MEMBERS ONLY.**

See details inside...

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

UnitedHealthcare Insurance Company  
P.O. Box 1017  
Montgomeryville, PA 18936-1017

PPSRT STD  
U.S. POSTAGE  
PAID  
UNITEDHEALTHCARE

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

For faster service, please call

**[1-8XX-XXX-XXXX]**

Or simply mail this postage-paid card today for more information.

Now that you're turning 65...

## This might be the time to join AARP

As an AARP member, you'll have access to competitive rates on Medicare supplement insurance.

### Why it makes sense to enroll in an AARP membership right now...

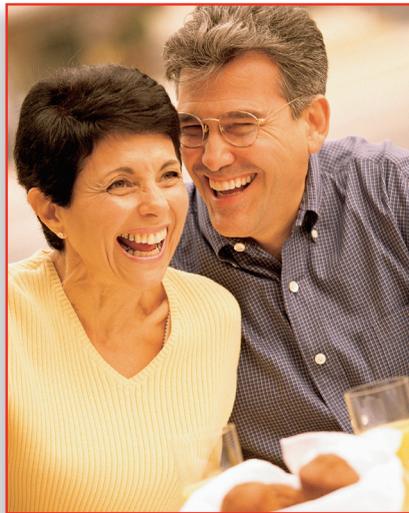
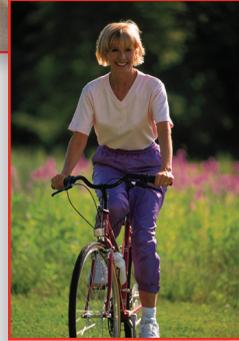
65 is the new 45. You're ready to live life to the fullest. But your practical side knows with your Medicare eligibility and your 65<sup>th</sup> birthday approaching, it's time to start thinking about a plan. That's why right now might be the time to join AARP.

AARP membership really does deliver outstanding benefits and access to great programs whose value more than pays for itself. Like the ability to apply for an AARP<sup>®</sup> Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company. Available only to AARP members, these plans offer competitive rates and are the only Medicare supplement plans that carry the AARP name. You'll get:

- **The insurance you need.** Medicare supplement plans help pay some of the out-of-pocket costs Medicare does not pay. This can include your Medicare Part A deductible (more than \$1,000) and the 20% or more of Part B medical expenses Medicare does not pay.

- **Competitive "members only" rates.** Once you're an AARP member, you may apply for these plans and get competitive "members only" rates not available to the general public.

- **The AARP name.** These are the only Medicare supplement plans of their type to carry the AARP name, and are relied on by many AARP members.



Discover the insurance many AARP members rely on!  
**Call [1-8XX-XXX-XXXX] today!**

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 purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

Join AARP today and you may apply for an AARP Medicare Supplement Plan!

You'll get competitive rates available exclusively

**FOR MEMBERS ONLY!**

**Call [1-8XX-XXX-XXXX]**  
(TTY: 711)

Monday to Friday, 7 a.m. to 11 p.m.;  
Saturday 9 a.m. to 5 p.m. EST

**Or mail the attached information request card for more information** ▶

**You don't have to be a member to call, but you do have to be a member to enroll.**

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. 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**

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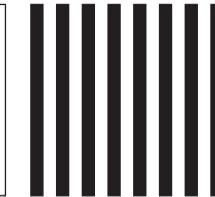
**BUSINESS REPLY MAIL**

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

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



MS2525ST

▲  
**Call [1-8XX-XXX-XXXX]**  
or mail this postage-paid card today  
for more information.  
▲

