

SERFF Tracking Number: UHLC-127284861 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 49114  
Company Tracking Number: LA25686ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: GROUP MEDICARE SUPPLEMENT  
Project Name/Number: ADVERTISING/LA25686ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127284861 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49114

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: LA25686ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick

Disposition Date: 07/14/2011

Date Submitted: 06/23/2011

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: LA25686ST

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: 07/14/2011

State Status Changed: 07/14/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: LA25686ST

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.

## 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

**Filing Fees**

Fee Required? Yes  
 Fee Amount: \$100.00  
 Retaliatory? No  
 Fee Explanation: 50.00 per component, 2 components  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$100.00	06/23/2011	49027385

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## Correspondence Summary

### Dispositions

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

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## **Disposition**

Disposition Date: 07/14/2011

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	OUTSIDE ENVELOPE	Filed-Closed	Yes

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## Form Schedule

Lead Form Number: LA25686ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 07/14/2011	LA25686ST	Advertising	LETTER	Initial		45.000	LA25686ST.pdf
Filed-Closed 07/14/2011	OA25161S	Advertising	OUTSIDE ENVELOPE	Initial		45.000	OA25161ST.pdf



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[Dear Mr. Lasername,]

By now you've surely received many letters urging you to consider shopping for a Medicare supplement insurance plan from various insurance companies. Most of them have probably pointed out how important it is for you to make a decision soon.

But AARP® Medicare Supplement Plans, insured by UnitedHealthcare Insurance Company, want to help you shop for Medicare supplement insurance on your terms by giving you resources you can access online at your own pace and at your own convenience.

Just go to **[www.aarpmedsup.com](http://www.aarpmedsup.com)** today to discover a comprehensive website that will help you:

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- **Discover the costs Medicare does not pay**, and why you may need supplemental insurance.
- **See the AARP Medicare Supplement Insurance Plans available to you**, including detailed benefits, copays, coverages, and rates for each plan.
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Sincerely,

Susan Morisato  
President, Insurance Solutions  
UnitedHealthcare 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. Visit [www.aarpmedsup.com](http://www.aarpmedsup.com) today to learn more.

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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.

AARP Medicare Supplement Insurance Plans  
UnitedHealthcare Insurance Company  
P.O. Box 1017 • Montgomery, PA 18936-1017

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**On your terms.**

[Joe Lasername  
123 Any Street  
Address Line 2  
Anytown, Pa. 12345-1234]

OA25161ST

**www.aarpmedsup.com**