

SERFF Tracking Number: MUTM-127321748 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 49301
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 - UL5362
Project Name/Number: Medicare Supplement Advertising/UL5362

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - UL5362 SERFF Tr Num: MUTM-127321748 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49301

Sub-TOI: MS08I.001 Plan A 2010

Co Tr Num: JAMIE LUCY

State Status: Filed-Closed

Filing Type: Advertisement

Author: Jamie Lucy

Reviewer(s): Stephanie Fowler

Date Submitted: 07/14/2011

Disposition Date: 08/12/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: UL5362

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: 08/12/2011

State Status Changed: 08/12/2011

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 Mail Advertising

Medicare Supplement Advertising

UL5362

UL5362-1 (Reply Card)

SERFF Tracking Number: MUTM-127321748 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 49301
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 - UL5362
Project Name/Number: Medicare Supplement Advertising/UL5362

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.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

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

Filing Fees

SERFF Tracking Number: MUTM-127321748 State: Arkansas
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Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$100.00	07/14/2011	49800325

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/12/2011	08/12/2011

SERFF Tracking Number: MUTM-127321748 *State:* Arkansas
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Product Name: Medicare Supplement Advertising - UL5362
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Disposition

Disposition Date: 08/12/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: UL5362

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 08/12/2011	UL5362, UL5362-1	Advertising Letter, Reply Card	Initial		0.000	UL5362_Brackets.pdf

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Memorandum of Variability	Filed-Closed	08/12/2011
Comments:		
Attachment:		
UL5362_MOV.pdf		

VARIABLE MATERIAL FOR ADVERTISING FORM

UL5362 and UL5362-1

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

Section	Explanation
Dear [Sample J. Sample] <i>Opening of Letter</i>	Recipient's name will be inserted for personalization purposes.
[Name & Title of signing entity] <i>Closing of letter before P.S. section</i>	This field is made variable for the opportunity of updating the authorized name and title if there would be a change in position.