

SERFF Tracking Number: MUTM-127326552 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 49334
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 - AFN43821
Project Name/Number: Medicare Supplement Advertising/AFN43821

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement Advertising - AFN43821 SERFF Tr Num: MUTM-127326552 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49334

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: 07/18/2011

Disposition Date: 08/17/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: AFN43821

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: 08/17/2011

State Status Changed: 08/17/2011

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 Advertising

Medicare Supplement Advertising

Newspaper Ad: AFN43821

Reply Card: AFN43821-1

SERFF Tracking Number: MUTM-127326552 State: Arkansas
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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 - AFN43821
Project Name/Number: Medicare Supplement Advertising/AFN43821

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.

Thank you for the review of this filing.

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-127326552 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	07/18/2011	49870583

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/17/2011	08/17/2011

SERFF Tracking Number: MUTM-127326552 *State:* Arkansas
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Disposition

Disposition Date: 08/17/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: AFN43821

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 08/17/2011	AFN43821, AFN43821-1	Advertising	Newspaper Ad, Reply Card	Initial		0.000	AFN43821 - with BRC - logo on bottom_FINA L.pdf

ARE YOU MEDICARE ELIGIBLE?

3 things to consider when choosing a Medicare supplement insurance policy...

PRICE! PRICE! PRICE!

Medicare supplement insurance from a company you can trust. Add our friendly personal customer service and you have the financial value and help with the security you seek.

To receive your **FREE** no-obligation Medicare supplement information kit:

Call: [1-800-228-7104] to speak with a licensed agent *or*

Mail: Complete and mail the postage paid card below *or*

Visit: [www.medsupflyer.com]



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

Call

[1-800-228-7104]

to apply Now

A friendly licensed agent can take your application right over the phone.



AFN43821

Get FREE No-Obligation Information

YES! please send me the easy-to-read and understand Medicare supplement information kit!



First Name (please print) _____ Last Name _____

Address _____ Apt. No. _____

City _____ State _____ Zip _____

() _____

Phone Number _____ Email Address _____

Male Female Age: _____

This is a solicitation of insurance and a licensed agent may contact you by telephone to provide additional information. Medicare supplement insurance underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175.

AFN43821-1

Let Us Help You Choose The Right Medicare supplement Insurance Policy

Medicare supplement insurance from a company you can trust.



Call Toll-Free Today!
[1-800-228-7104]

We can take your application right over the phone.



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

Medicare supplement insurance policies are underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175; 1-800-228-7104. **United of Omaha Life Insurance Company, its Medicare supplement insurance policies and its licensed insurance agents are not connected with, endorsed by, affiliated with or sponsored by the federal or state government, the Social Security Administration, the Centers for Medicare and Medicaid Services, the Department of Health and Human Services or the federal Medicare program.** United of Omaha Life Insurance Company is licensed nationwide, except in NY and is solely responsible for its financial and contractual obligations. Policy forms: UM20, UM21, UM22, UM23, UM24 and UM30 or state equivalent. In ID: UM20-21698, UM23-21699, UM24-21700 and UM30-22551; in NC: UM20-21719NC, UM23-21720NC, UM24-21721NC and UM30-22567NC; in OK: UM20-21746, UM23-21747, UM24-21748 and UM30-22579; in OR: UM20R-21749, UM23R-21750, UM24R-21751 and UM30R-22581; in TX: UM20-21760, UM23-21761, UM24-21762 and UM30-22587; in WI: UM25. Not all policy forms may be available in every state. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent or write to the company. An outline of coverage is available upon request. In some states, Medicare supplement policies are available to those eligible for Medicare due to a disability, regardless of age. In TX: If you receive Medicare benefits because of a disability, you may apply for a Medicare supplement Plan A; regardless of your age. **IMPORTANT NOTICE - "A CONSUMER'S GUIDE TO HEALTH INSURANCE FOR PEOPLE ELIGIBLE FOR MEDICARE" MAY BE OBTAINED FROM YOUR LOCAL SOCIAL SECURITY OFFICE OR FROM UNITED OF OMAHA LIFE INSURANCE COMPANY.**

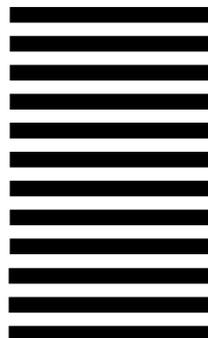
GA residents: THIS IS A LIMITED POLICY DESIGNED TO COVER ONLY THOSE EXPENSES WHICH MEDICARE DOES NOT COVER.

OH residents: Licensed insurance agents are authorized to sell this Medicare supplement insurance policy on behalf of United of Omaha. This information may be verified by contacting the Ohio Department of Insurance at 50 W Town St., 3rd Fl, Suite 300, Columbus, OH 43215 or call 1-800-688-1526.

This is a solicitation of insurance and a licensed agent may contact you by telephone to provide additional information.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



ATTN:
Sarah

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 189 OMAHA NE

POSTAGE WILL BE PAID BY ADDRESSEE

UNITED OF OMAHA LIFE
INSURANCE COMPANY
MUTUAL OF OMAHA PROCESSING DEPT
3316 FARNAM STREET
OMAHA NE 68172-7618

All Medicare supplement insurance policies allow you to:

- keep your doctors and health care providers and
- see specialists without referrals
- seek healthcare anywhere in the United States

With United of Omaha Life Insurance Company, you'll see that our customer service and affordable premiums provide you with the financial value and help with the security you seek. A two-person household premium discount* may also apply, if eligible.

Call, Mail or Visit today!

* Discount not available in CT

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Memorandum of Variability	Filed-Closed	08/17/2011
Comments:		
Attachment:		
AFN43821 MOV.pdf		

Variable Material for Advertising Form

AFN43821

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

Location of Variability on Ad	Variable Description
Front Side – Middle	Phone number is variable: [1-800-228-7104]
Front Side – Middle	Web URL is variable: [www.medsupflyer.com] - Only an approved web site will be used
Front Side – Lower Left	Phone number is variable: [1-800-228-7104]
Back Side - Middle	Phone number is variable: [1-800-228-7104]