

SERFF Tracking Number: UHLC-127296292 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 49187
 Company Tracking Number: CA25111STGRS
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/CA25111STGRS

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127296292 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49187

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: CA25111STGRS

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton

Disposition Date: 08/01/2011

Date Submitted: 06/30/2011

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: CA25111STGRS

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: 08/01/2011

State Status Changed: 08/01/2011

Deemer Date:

Created By: Michelle Ambach

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: CA25111STGRS

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. Final production of the enclosed advertising will show the component number of each advertising piece on the bottom left hand corner of the advertisement.

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	06/30/2011	49279396
UnitedHealthcare Insurance Company	\$50.00	07/15/2011	49823242

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/01/2011	08/01/2011

Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Stephanie Fowler	07/15/2011	07/15/2011	Michelle Ambach	07/15/2011	07/15/2011

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Disposition

Disposition Date: 08/01/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Objection Letter

Objection Letter Status Pending Industry Response
Objection Letter Date 07/15/2011
Submitted Date 07/15/2011
Respond By Date 08/15/2011

Dear Susan Cipollo,
please submit the balance of the filing fee.

Please feel free to contact me if you have questions.

Sincerely,
Stephanie Fowler

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Response Letter

Response Letter Status Submitted to State
Response Letter Date 07/15/2011
Submitted Date 07/15/2011

Dear Stephanie Fowler,

Comments:

please see additional fee

Response 1

Comments: see additional fee

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Thank you

Sincerely,

Bobbie Walton, Michelle Ambach, Tammy Frederick, Wanda Augustus

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Form Schedule

Lead Form Number: CA25111STGRS

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 08/01/2011	CA25111S TGRS	Advertising	SELF MAILER	Initial		45.000	CA25111STG RS.pdf
Filed-Closed 08/01/2011	CA25112S TGRS	Advertising	SELF MAILER	Initial		45.000	CA25112STG RS.pdf



Good news!

You can enroll in an AARP® Medicare Supplement Insurance Plan.

This plan can help pay some or all of the costs that Medicare doesn't pay, and it is the only Medicare supplement plan to carry the AARP name.

AARP | Medicare Supplement Plans
Insured by **UnitedHealthcare Insurance Company**

AARP Medicare Supplement Insurance Plans
UnitedHealthcare Insurance Company
PO Box 1017
Montgomeryville, PA 18936-1017

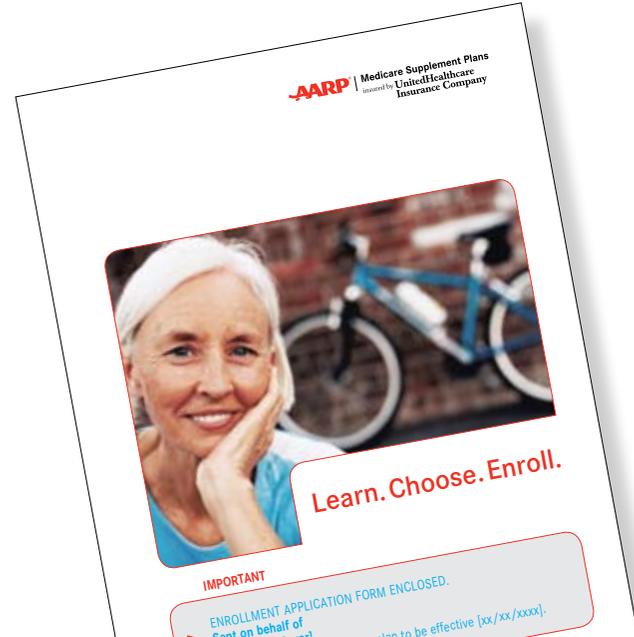
First Class Mail US
Postage
Paid
UnitedHealthcare

For the retirees
of [Employer Name].

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

See inside for details...

CA25111STGRS



Important Reminder For: [Firstname Lastname]

Recently you received an enrollment kit for the AARP® Medicare Supplement Insurance Plans, insured through UnitedHealthcare Insurance Company (UnitedHealthcare) and sent to you as a retiree of

[Employer Name].

Did you mail your application yet?

Here's a smart way
to protect
yourself from
health-care
costs!



IMPORTANT!

Mail your application by
[00/00/0000]
to start your coverage on
the earliest possible date.

**See inside for details about
this valuable plan.**

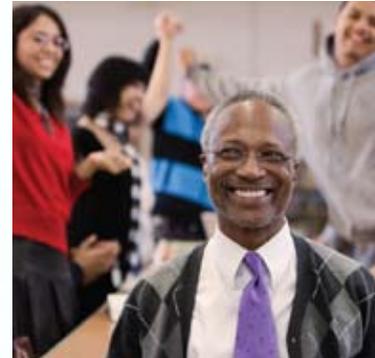
The top reasons to apply now for an AARP Medicare Supplement Insurance Plan:

You can change plans anytime.

With an AARP Medicare Supplement Plan, you can change plans whenever your needs change. There are no annual enrollment periods.

It's the only Medicare supplement plan to carry the AARP name.

AARP Medicare Supplement Plans are insured by UnitedHealthcare. These plans offer the customer service and excellence you would expect from a product that carries the AARP name.



Plus, like all Medicare supplement plans, the AARP Medicare Supplement Plans give you:

- **Protection from some of the health-care costs Medicare doesn't pay.** A Medicare supplement plan can help pay the costs Medicare does not pay, so you pay less out of your own pocket.
- **No networks.** With a Medicare supplement plan, you can choose any doctor, hospital or specialist who accepts Medicare patients.
- **No referrals.** You don't need a referral to see a specialist.
- **Coverage that goes with you** when you travel or move anywhere in the United States.

Get started today!

Mail your application today to start your coverage on the earliest possible effective date.

If you have questions or if you need help with your application, call toll-free, [1-800-392-7537].

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company 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. Your agent/producer can provide complete information, including benefits, costs, eligibility requirements, exclusions and limitations.

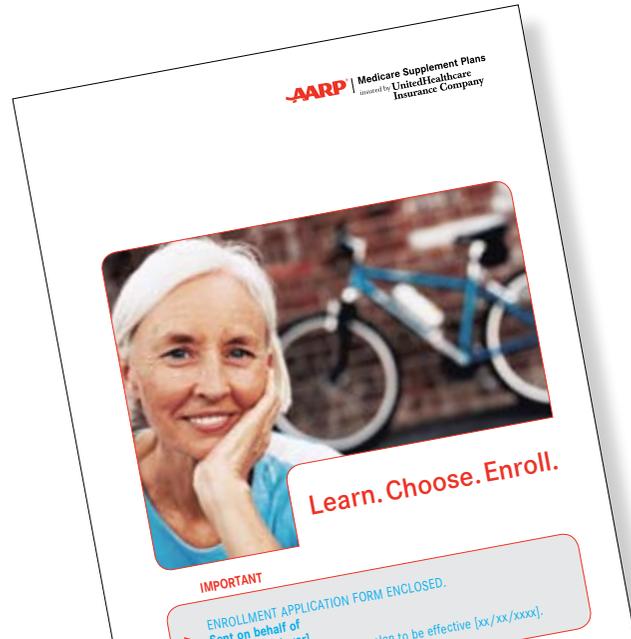
Here's a smart way
to protect
yourself from
health-care
costs!



IMPORTANT!

To take advantage of
[Employer Name]'s
offer to share in the cost of your plan,
mail your application by [00/00/0000]
to start your coverage on the earliest
possible date.

See inside for details about
this valuable plan.



Important Reminder For:
[Firstname Lastname]

Recently you received an enrollment kit for the AARP®
Medicare Supplement Insurance Plans, insured through
UnitedHealthcare Insurance Company (UnitedHealthcare)
and sent to you as a retiree of

[Employer Name].

Did you mail your application yet?

CA25112STGRS

See inside for details...

For the retirees
of [Employer Name].

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

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

AARP Medicare Supplement Insurance Plans
UnitedHealthcare Insurance Company
PO Box 1017
Montgomeryville, PA 18936-1017

First Class Mail US
Postage
Paid
UnitedHealthcare



Good news!

You can enroll in an
**AARP® Medicare Supplement
Insurance Plan.**

This plan can help pay some
or all of the costs that Medicare
doesn't pay, and it is the only
Medicare supplement plan
to carry the AARP name.

The top reasons to apply now for an AARP Medicare Supplement Insurance Plan:

You can change plans anytime.

With an AARP Medicare Supplement Plan, you can change plans whenever your needs change. There are no annual enrollment periods.

It's the only Medicare supplement plan to carry the AARP name.

AARP Medicare Supplement Plans are insured by UnitedHealthcare. These plans offer the customer service and excellence you would expect from a product that carries the AARP name.

[Employer Name] is offering to share in the cost of your plan.



Plus, like all Medicare supplement plans, the AARP Medicare Supplement Plans give you:

- **Protection from some of the health-care costs Medicare doesn't pay.** A Medicare supplement plan can help pay the costs Medicare does not pay, so you pay less out of your own pocket.
- **No networks.** With a Medicare supplement plan, you can choose any doctor, hospital or specialist who accepts Medicare patients.
- **No referrals.** You don't need a referral to see a specialist.
- **Coverage that goes with you** when you travel or move anywhere in the United States.

Get started today!

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