

SERFF Tracking Number: UHLC-127301733 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 49220  
Company Tracking Number: WB25295ST  
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/WB25295ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT PLANS SERFF Tr Num: UHLC-127301733 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49220

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: WB25295ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

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

Disposition Date: 08/04/2011

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

Bobbie Walton

Date Submitted: 07/05/2011

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: WB25295ST

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: 08/04/2011

State Status Changed: 08/04/2011

Deemer Date:

Created By: Bobbie Walton

Submitted By: Tammy Frederick

Corresponding Filing Tracking Number: WB25295ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is substantially similar in content to advertising previously approved by the Department on 2/21/2011 under DOI # 47763.

## 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	07/05/2011	49404594

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/04/2011	08/04/2011

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## **Disposition**

Disposition Date: 08/04/2011

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>
	ADVERTISEMENT	Filed-Closed	Yes

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## Form Schedule

**Lead Form Number: WB25295ST**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 08/04/2011	WB25295S	Advertising	ADVERTISEMENT	Initial		45.000	WB25295ST.pdf

Frame 1



Medicare Supplement Plans  
insured by UnitedHealthcare  
Insurance Company

**Get help with  
what Medicare  
doesn't pay.**

Not connected with or  
endorsed by the U.S.  
Government or the federal  
Medicare program.  
WB25295ST

**Call  
XXX-XXX-XXXX**

Frame 2



Medicare Supplement Plans  
insured by UnitedHealthcare  
Insurance Company

**Try an AARP® Medicare  
Supplement Insurance Plan,  
insured by UnitedHealthcare  
Insurance Company.**

In some states, plans may  
be available to persons  
eligible for Medicare due  
to disability.  
WB25295ST

**Call  
XXX-XXX-XXXX**

Frame 3



Medicare Supplement Plans  
insured by UnitedHealthcare  
Insurance Company

**Call  
XXX-XXX-XXXX**

**OR CLICK FOR FREE INFO**

AARP is not the insurer.  
WB25295ST