

SERFF Tracking Number: UHLC-127356631 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 49508
 Company Tracking Number: CA25149ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.012 Multi-Plan 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT PLANS
 Project Name/Number: ADVERTISING/CA25149ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT PLANS SERFF Tr Num: UHLC-127356631 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49508

Sub-TOI: MS08G.012 Multi-Plan 2010 Co Tr Num: CA25149ST State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton Disposition Date: 08/25/2011

Augustus, Tammy Frederick,

Bobbie Walton

Date Submitted: 08/09/2011 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: CA25149ST

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: 08/25/2011

State Status Changed: 08/25/2011

Deemer Date:

Created By: Tammy Frederick

Submitted By: Bobbie Walton

Corresponding Filing Tracking Number: CA25149ST

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: \$350.00
 Retaliatory? No
 Fee Explanation: 7 X \$50 = \$350
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$350.00	08/09/2011	50489550

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/25/2011	08/25/2011

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Disposition

Disposition Date: 08/25/2011

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	Self Mailer	Filed-Closed	Yes
Form	Self Mailer	Filed-Closed	Yes
Form	Self Mailer	Filed-Closed	Yes
Form	Self Mailer	Filed-Closed	Yes
Form	Self Mailer	Filed-Closed	Yes
Form	Self Mailer	Filed-Closed	Yes
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Form Schedule

Lead Form Number: CA25149ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 08/25/2011	CA25149S	Advertising	Self Mailer	Initial		45.000	CA25149ST_filing.pdf
Filed-Closed 08/25/2011	CA25150S	Advertising	Self Mailer	Initial		45.000	CA25150ST_filing.pdf
Filed-Closed 08/25/2011	CA25151S	Advertising	Self Mailer	Initial		45.000	CA25151ST_filing.pdf
Filed-Closed 08/25/2011	CA25152S	Advertising	Self Mailer	Initial		45.000	CA25152ST_filing.pdf
Filed-Closed 08/25/2011	CA25153S	Advertising	Self Mailer	Initial		45.000	CA25153ST_filing.pdf
Filed-Closed 08/25/2011	CA25154S	Advertising	Self Mailer	Initial		45.000	CA25154ST_filing.pdf
Filed-Closed 08/25/2011	CA25155S	Advertising	Self Mailer	Initial		45.000	CA25155ST_filing.pdf



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



Join the 2.9 million members who chose an AARP® Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company (UnitedHealthcare).¹

Call today for more information.

[Agent/Producer Name] ☎ [1-800-272-2146]

Licensed insurance agent/producer contracted with UnitedHealthcare

[agent@email.com] • [Optional - Agent/Producer Address]

<Agent/Producer Address> • <City>, <ST> <ZIP>

Get the coverage you need at a competitive price.



A UnitedHealthcare® Medicare Solution

¹ [2010] company data. www.UHCMedSupStats.com

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 11749, 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.

<Recipient Name>

<Recipient Address>

<Recipient City>, <State> <Zip>



**You've worked hard to
build your savings.**

**Having a Medicare supplement
insurance plan is one way to stay
ahead of health care costs.**

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

Call today for more information.

<Agent/Producer Name>

Licensed insurance agent/producer contracted with UnitedHealthcare
Insurance Company (UnitedHealthcare)

CA25150ST

<1-800-272-2146>

<agentname@e-mail.com>

<Optional Agent/Producer Address>

<Agent/Producer Address> • <City>, <ST> <ZIP>

Find out if an AARP® Medicare Supplement Insurance Plan insured by UnitedHealthcare meets your needs.



A UnitedHealthcare® Medicare Solution

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<Recipient Name>

<Recipient Address>

<Recipient City>, <State> <Zip>

There are many Medicare supplement insurance plans to choose from.

Consider the only one that carries the AARP® name.



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

Get the information you need to choose the AARP® Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company (UnitedHealthcare) that meets your needs. Call today for more information.

<Agent/Producer Name>

Licensed insurance agent/producer contracted with UnitedHealthcare

CA25151ST

<1-800-272-2146>

<agentname@e-mail.com>

<Optional Agent/Producer Address>

<Agent/Producer Address> • <City>, <ST> <ZIP>

Get helpful information and understand your options.



A UnitedHealthcare® Medicare Solution

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<Recipient Name>

<Recipient Address>

<Recipient City>, <State> <Zip>

You can't plan for unexpected medical costs.

But having a supplemental health insurance plan may help you be better prepared.



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

Are you prepared? Call today for more information.

<Agent/Producer Name>

Licensed insurance agent/producer contracted with UnitedHealthcare
Insurance Company (UnitedHealthcare)
CA25152ST

<1-800-272-2146>

<agentname@e-mail.com>

<Optional Agent/Producer Address>

<Agent/Producer> • <City>, <ST> <ZIP>

An AARP® Medicare Supplement Insurance Plan insured by UnitedHealthcare may be the right choice for you.



A UnitedHealthcare® Medicare Solution

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<Recipient Name>

<Recipient Address>

<Recipient City>, <State> <Zip>

There are many benefits to having a Medicare supplement insurance plan.

And I just happen to know what they are.

Here's why you may want to consider an AARP® Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company (UnitedHealthcare):

- With any Medicare supplement insurance plan, you may see any doctor who accepts Medicare patients.
- Each plan is competitively priced.
- An array of plans is available to meet your needs.

<Agent/Producer Name>

<1-800-272-2146>

Licensed insurance agent/producer
contracted with UnitedHealthcare



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

CA25153ST

<Agent/Producer Address> • <City>, <ST> <ZIP>



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<Recipient Name>

<Recipient Address>

<Recipient City>, <State> <Zip>

Ever wondered if there was anyone who could help you make sense of your Medicare options?

There is. Me.

**Here's why you may want to consider an
AARP® Medicare Supplement Insurance Plan
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Company (UnitedHealthcare):**

- With any Medicare supplement insurance plan, you may see any doctor who accepts Medicare patients.
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<Recipient Name>

<Recipient Address>

<Recipient City>, <State> <Zip>

**You may want to ask yourself if you should
have a Medicare supplement insurance plan.**

Better yet, you should ask me.

**Here's why you may want to consider an
AARP® Medicare Supplement Insurance Plan
insured by UnitedHealthcare Insurance
Company (UnitedHealthcare):**

- With any Medicare supplement insurance plan, you may see any doctor who accepts Medicare patients.
- Each plan is competitively priced.
- An array of plans is available to meet your needs.

<Agent/Producer Name>

<1-800-272-2146>

Licensed insurance agent/producer
contracted with UnitedHealthcare



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

CA25155ST

<Agent/Producer Address> • <City>, <ST> <ZIP>



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