

**State:** Arkansas **Filing Company:** Humana Insurance Company  
**TOI/Sub-TOI:** MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010  
**Product Name:** 2010 Individual Medicare Supplement Plans  
**Project Name/Number:** 2012 Local Marketing TV Script-Revised /AR-22-2012

## Filing at a Glance

Company: Humana Insurance Company  
Product Name: 2010 Individual Medicare Supplement Plans  
State: Arkansas  
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010  
Sub-TOI: MS08I.012 Multi-Plan 2010  
Filing Type: Advertisement  
Date Submitted: 10/22/2012  
SERFF Tr Num: HUMA-128735322  
SERFF Status: Closed-Filed-Closed  
State Tr Num:  
State Status: Filed-Closed  
Co Tr Num: AR-22-2012  
Implementation: On Approval  
Date Requested:  
Author(s): Michele Zabel, Paula Williamson, Bettina Ponds, Tiffany Turner, Chi Dang, Shawn Farnsley  
Reviewer(s): Stephanie Fowler (primary)  
Disposition Date: 10/30/2012  
Disposition Status: Filed-Closed  
Implementation Date:  
State Filing Description:

**State:** Arkansas **Filing Company:** Humana Insurance Company  
**TOI/Sub-TOI:** MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010  
**Product Name:** 2010 Individual Medicare Supplement Plans  
**Project Name/Number:** 2012 Local Marketing TV Script-Revised /AR-22-2012

## General Information

Project Name: 2012 Local Marketing TV Script-Revised

Status of Filing in Domicile: Not Filed

Project Number: AR-22-2012

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: WI is the state of domicile.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 10/30/2012

State Status Changed: 10/30/2012

Deemer Date:

Created By: Shawn Farnsley

Submitted By: Shawn Farnsley

Corresponding Filing Tracking Number:

Filing Description:

Re: Humana Insurance Company, NAIC: 119, 73288, FEIN: 39-1263473

Humana Medicare Supplement Plans – TV Script (Revised)

Humana Insurance Company recently submitted a filing for a TV Script in filing HUMA-128695456 which was approved on 9/24/12. We are submitting a revision to the previously approved piece to include objections received from the California Department of Insurance. We intend to utilize this script to market our individual Humana Medicare Supplement Plans in local markets. Persons eligible for Medicare comprise the target market for this advertisement. This piece is a 60 second television script which will be a locally aired television advertisement.

Form: GHHHDJ8HH1 (TV Script)-Revised

Policy forms: ARMESM10A, ARMESM10B, ARMESM10C, ARMESM10F, ARMESM10F(HD), ARMESM10K, ARMESM10L, ARMESM10N, ARMESRDA, ARMESRDF, ARMESRDF(HD), ARMESRDK and ARMESRDN

Please contact me via SERFF, at tturner2@humana.com, or at (502)580-1570 if you have any questions or require further information relative to this filing.

## Company and Contact

### Filing Contact Information

Tiffany Turner, Compliance Analyst

tturner2@humana.com

500 W Main

502-580-0837 [Phone]

NCT 29

Louisville, KY 40202

### Filing Company Information

Humana Insurance Company

CoCode: 73288

State of Domicile: Wisconsin

1100 Employers Boulevard

Group Code: 119

Company Type: Life & Health

Green Bay, WI 54344

Group Name:

State ID Number:

(800) 558-4444 ext. [Phone]

FEIN Number: 39-1263473

## Filing Fees

**State:** Arkansas **Filing Company:** Humana Insurance Company  
**TOI/Sub-TOI:** MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010  
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Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? No  
Fee Explanation: \$50 per filing  
Per Company: No

Company	Amount	Date Processed	Transaction #
Humana Insurance Company	\$50.00	10/22/2012	64122764

SERFF Tracking #:

HUMA-128735322

State Tracking #:

Company Tracking #:

AR-22-2012

State:

Arkansas

Filing Company:

Humana Insurance Company

TOI/Sub-TOI:

MS081 Individual Medicare Supplement - Standard Plans 2010/MS081.012 Multi-Plan 2010

Product Name:

2010 Individual Medicare Supplement Plans

Project Name/Number:

2012 Local Marketing TV Script-Revised /AR-22-2012

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	10/30/2012	10/30/2012

SERFF Tracking #:

HUMA-128735322

State Tracking #:

Company Tracking #:

AR-22-2012

State:

Arkansas

Filing Company:

Humana Insurance Company

TOI/Sub-TOI:

MS081 Individual Medicare Supplement - Standard Plans 2010/MS081.012 Multi-Plan 2010

Product Name:

2010 Individual Medicare Supplement Plans

Project Name/Number:

2012 Local Marketing TV Script-Revised /AR-22-2012

## Disposition

Disposition Date: 10/30/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	LK TV Spot	Filed-Closed	Yes

**State:** Arkansas**Filing Company:**

Humana Insurance Company

**TOI/Sub-TOI:** MS081 Individual Medicare Supplement - Standard Plans 2010/MS081.012 Multi-Plan 2010**Product Name:** 2010 Individual Medicare Supplement Plans**Project Name/Number:** 2012 Local Marketing TV Script-Revised /AR-22-2012

## Form Schedule

### Lead Form Number:

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data		Readability Score	Attachments
1	Filed-Closed 10/30/2012	LK TV Spot	GHHHDJ8H H1	ADV	Revised	Previous Filing Number:	HUMA-128695456		GHHHDJ8HH1 - LK TV Spot (Clean).pdf
						Replaced Form Number:	GHHHDJ8HH		

### Form Type Legend:

<b>ADV</b>	Advertising	<b>AEF</b>	Application/Enrollment Form
<b>CER</b>	Certificate	<b>CERA</b>	Certificate Amendment, Insert Page, Endorsement or Rider
<b>DDP</b>	Data/Declaration Pages	<b>FND</b>	Funding Agreement (Annuity, Individual and Group)
<b>MTX</b>	Matrix	<b>NOC</b>	Notice of Coverage
<b>OTH</b>	Other	<b>OUT</b>	Outline of Coverage
<b>PJK</b>	Policy Jacket	<b>POL</b>	Policy/Contract/Fraternal Certificate
<b>POLA</b>	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	<b>SCH</b>	Schedule Pages

*GRANDPARENTS.COM + HUMANA (Audio Only) "Trust" TV :60*

*SET: King is at his customary desk – shirt & tie + suspenders. Studio monitor is visible in wide shots & displays. Grandparents.com graphic rotating with Grandparents Health Plans logos and 1-800-#.*

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[CG: LARRY KING – on-screen a beat or two after spot opens]

Hi... I'm Larry King.

[super: Broadcaster, Paid Endorser]

I've been a broadcaster for 40 years, so I know: Finding a company that's doing something truly new ... is tough.

But this one is.

It's a company that really cares about your health & wellness:

Grandparents.com, the ultimate resource for grandparents and a brand you can trust, is endorsing Medicare Supplement Insurance Plans issued by Humana.

[Super: GP.com logo, Grandparents Health Plans Logo, Humana Logo, Medicare Supplement Insurance]

[Super: 800# (to be shown until end of spot)]

It's coverage you expect, at rates you deserve.

And you can choose any doctor, hospital or other provider that accepts Medicare patients – anywhere in the U.S. & Puerto Rico! Without referrals for specialists!

[Super: Choose any doctor, hospital or other provider]

So call this number to speak to one of our licensed agents who will help you learn about the Humana Medicare Supplement plans. I know you'll be glad you did...

Call if you just turned 65 and call even if you've already got Medicare Supplement coverage. You may be able to switch! It's easy, and you can keep your own doctor, hospital & specialists ..... or not! It's your choice.

So call now.

Or... if you've got questions, send an e-mail to [Larry@Grandparents.com](mailto:Larry@Grandparents.com) and ask!

I do know a thing or two about asking questions!

[Super: [LARRY@GRANDPARENTS.COM](mailto:LARRY@GRANDPARENTS.COM) -- 800 NUMBER REMAINS ON-SCREEN]

*Disclaimer*

*Not connected with or endorsed by the U.S. government or the federal Medicare program.*

*Insured by Humana Insurance. Medicare Supplement insurance is available to those enrolled in Parts A and B of Medicare due to age and is also available in some states to under 65 disabled Medicare recipients. Coverage is guaranteed renewable and can only be cancelled for non-payment of premiums or material misrepresentation. Benefits vary by plan and the premium will vary with the amount of benefits selected. Depending on the plan chosen you may be responsible for deductibles and coinsurance before benefits are payable and coverage may be limited to Medicare eligible expenses. These policies have exclusions and limitations; please call your agent/producer or Humana for complete details of coverage or costs. Policy form series MESM10, MESRD or state equivalent.*

*The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent/producer or insurance company.*

GHHHDJ8HH1