

**State:** Arkansas **Filing Company:** UnitedHealthcare Insurance Company  
**TOI/Sub-TOI:** MS08G Group Medicare Supplement - Standard Plans 2010/MS08G.001 Plan A 2010  
**Product Name:** GROUP MEDICARE SUPPLEMENT  
**Project Name/Number:** ADVERTISING/FM12-784

## Filing at a Glance

Company: UnitedHealthcare Insurance Company  
Product Name: GROUP MEDICARE SUPPLEMENT  
State: Arkansas  
TOI: MS08G Group Medicare Supplement - Standard Plans 2010  
Sub-TOI: MS08G.001 Plan A 2010  
Filing Type: Advertisement  
Date Submitted: 10/19/2012  
SERFF Tr Num: UHLC-128734320  
SERFF Status: Closed-Filed-Closed  
State Tr Num:  
State Status: Filed-Closed  
Co Tr Num: FM12-784

Implementation  
Date Requested:  
Author(s): Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton, Lisa Muhammad  
Reviewer(s): Stephanie Fowler (primary)  
Disposition Date: 10/30/2012  
Disposition Status: Filed-Closed  
Implementation Date:

State Filing Description:

**State:** Arkansas **Filing Company:** UnitedHealthcare Insurance Company  
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## General Information

Project Name: ADVERTISING	Status of Filing in Domicile: Not Filed
Project Number: FM12-784	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: 10/30/2012	
State Status Changed: 10/30/2012	Deemer Date:
Created By: Michelle Ambach	Submitted By: Lisa Muhammad
Corresponding Filing Tracking Number: FM12-784	

### 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.

For your information we have attached a screen shot of the advertising as it will appear to the consumer (under the supporting documentation tab).

## Company and Contact

### Filing Contact Information

Cheryl Gomez, Compliance Manager [cheryl\\_l\\_gomez@uhc.com](mailto:cheryl_l_gomez@uhc.com)  
 680 BLAIR MILL RD  
 Horsham, PA 19044  
 215-902-8452 [Phone]

### 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:	\$200.00
Retaliatory?	No
Fee Explanation:	\$50 X 4 = \$200.00
Per Company:	No

Company	Amount	Date Processed	Transaction #
UnitedHealthcare Insurance Company	\$200.00	10/19/2012	64079815

SERFF Tracking #:

UHLC-128734320

State Tracking #:

Company Tracking #:

FM12-784

State:

Arkansas

Filing Company:

UnitedHealthcare Insurance Company

TOI/Sub-TOI:

MS08G Group Medicare Supplement - Standard Plans 2010/MS08G.001 Plan A 2010

Product Name:

GROUP MEDICARE SUPPLEMENT

Project Name/Number:

ADVERTISING/FM12-784

## Correspondence Summary

### Dispositions

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

SERFF Tracking #:

UHLC-128734320

State Tracking #:

Company Tracking #:

FM12-784

State:

Arkansas

Filing Company:

UnitedHealthcare Insurance Company

TOI/Sub-TOI:

MS08G Group Medicare Supplement - Standard Plans 2010/MS08G.001 Plan A 2010

Product Name:

GROUP MEDICARE SUPPLEMENT

Project Name/Number:

ADVERTISING/FM12-784

## 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
Supporting Document	SCREEN SHOTS	Filed-Closed	Yes
Supporting Document	STATEMENT OF VARIABILITY	Filed-Closed	Yes
Form	EMAIL SCRIPT	Filed-Closed	Yes
Form	EMAIL SCRIPT	Filed-Closed	Yes
Form	LANDING PAGE SCRIPT	Filed-Closed	Yes
Form	LANDING PAGE SCRIPT	Filed-Closed	Yes

**State:** Arkansas **Filing Company:** UnitedHealthcare Insurance Company  
**TOI/Sub-TOI:** MS08G Group Medicare Supplement - Standard Plans 2010/MS08G.001 Plan A 2010  
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## Form Schedule

Lead Form Number: EM10011ST								
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	EMAIL SCRIPT	EM10011ST	ADV	Initial		45.000	EM10011ST_script.pdf
2	Filed-Closed 10/30/2012	EMAIL SCRIPT	EM10012ST	ADV	Initial		45.000	EM10012ST_script.pdf
3	Filed-Closed 10/30/2012	LANDING PAGE SCRIPT	LP265ST	ADV	Initial		45.000	LP265ST_script.pdf
4	Filed-Closed 10/30/2012	LANDING PAGE SCRIPT	LP266ST	ADV	Initial		45.000	LP266ST_script.pdf

### 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

## 0.0 Email 1 – AARP Members

### SUBJECT LINE

[Learn more about AARP Med Supp Ins Plans from UnitedHealthcare Ins Co.]  
[Cover some of the costs not paid by Medicare Parts A and B]  
[Cover some of the costs not paid by Medicare Parts A and B with an AARP Med Supp Ins Plans from UnitedHealthcare Ins Co.]  
[See any doctors that accept Medicare patients with a Medicare supplement]  
[Concerned about rising Medicare-related expenses?]  
[Medicare alone only pays about 80% of approved costs. The rest is up to you.]  
[Medicare alone only pays about 80% of approved costs.]  
[Want the flexibility to choose your own doctor?]  
[Want the flexibility to choose your own doctor? An AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. might be right for you.]  
[Looking for a plan that can help pay for some of the costs Medicare doesn't?]  
[Looking for a plan with no network restrictions?]  
[Looking for a plan with no network restrictions? Find out more inside]  
[Looking for a plan with no network restrictions? An AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. might be right for you.]  
[Choose the right Medicare supplement insurance plan for you]

### LOGO

AARP Medicare Supplement Plans insured by UnitedHealthcare Insurance Company

Group AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company

### TELEPHONE CALL TO ACTION

[\[1-800-523-5800 \(TTY 711\)\]](tel:1-800-523-5800)

### HEADLINE

**Good health starts with good decisions | GO LONG**

### SUBHEAD

**Find out if an AARP Medicare Supplement Insurance Plan is right for you**

### BODY COPY

Dear [name],

As you know, being an AARP member has its privileges — like the ability to enroll in an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

It's a simple fact: Medicare alone doesn't cover all your out-of-pocket healthcare costs. If you're concerned about your rising Medicare-related expenses, consider a standardized Medicare supplement plan to:

- Cover some of the costs not paid by Medicare Parts A and B
- Avoid worrying about networks and see any doctor that accepts Medicare patients
- Have a plan where there are virtually no claim forms to fill out

Available to AARP members like you, AARP Medicare Supplement Insurance Plans are the only Medicare supplement plans that carry the AARP name. What's more, they offer a number of advantages:

- They're Competitively priced
- More people are enrolled in AARP Medicare Supplement Plans nationwide than Medicare supplement plans offered by any other insurance carrier\*
- Of those surveyed who are enrolled in AARP Medicare Supplement Insurance Plans, there's a 94% member satisfaction rate\*\*

Ready to learn more about AARP Medicare Supplement Plans? [Request your free Decision Guide now.](#)

**BUTTON**

**Get a free decision guide**

**RIGHT RAIL**

**You owe it to yourself to make an informed decision about Medicare supplement plans.**

**BUTTON**

**Get a free decision guide**

For more information, call a licensed insurance agent/producer toll free at: [1-800-523-5800] ([TTY 711](#))

**DISCLAIMER**

**DISCLAIMER**

\*From a report prepared for UnitedHealthcare Insurance Company by Mark Farrah Associates, "December 2011 Medigap Enrollment & Market Share," July 2012, [www.uhcmedsupstats.com](http://www.uhcmedsupstats.com) or call [1-800-523-5800] to request a copy of the full report.

\*\*From a report prepared for UnitedHealthcare Insurance Company by GfK Custom Research NA, "Medicare Supplement Plan Satisfaction Posted Questionnaire," 3/21/12, <http://www.uhcmedsupstats.com> or call [1-800-523-5800] to request a copy of the full report

AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers.

AARP does not employ or endorse agents, brokers or producers.

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 under age 65 who are eligible for Medicare by reason of disability or End-Stage Renal Disease.

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

**This is a solicitation of insurance. A licensed insurance agent/producer may contact you.**

Call a licensed insurance agent/producer at the toll-free number in this advertisement to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

[Privacy Policy](#)

EM10011ST

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## 0.1 Email 2 – AARP Members

### SUBJECT LINE

[Is an AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. right for you?]  
[Cover some of the costs not paid by Medicare Parts A and B]  
[Cover some of the costs not paid by Medicare Parts A and B with an AARP Med Supp Ins Plans from UnitedHealthcare Ins Co.]  
[See any doctors that accept Medicare patients with a Medicare supplement]  
[Concerned about rising Medicare-related expenses?]  
[Medicare alone only pays about 80% of approved costs. The rest is up to you.]  
[Medicare alone only pays about 80% of approved costs.]  
[Want the flexibility to choose your own doctor?]  
[Want the flexibility to choose your own doctor? An AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. might be right for you.]  
[Looking for a plan that can help pay for some of the costs Medicare doesn't?]  
[Looking for a plan with no network restrictions?]  
[Looking for a plan with no network restrictions? Find out more inside]  
[Looking for a plan with no network restrictions? An AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. might be right for you.]  
[Choose the right Medicare supplement insurance plan for you]

### LOGO

AARP Medicare Supplement Plans insured by UnitedHealthcare Insurance Company

Group AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company

### TELEPHONE CALL TO ACTION

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### HEADLINE

**I didn't get this far by hesitating | GO LONG**

### SUBHEAD

**Now's a great time to learn about supplementing Medicare**

### BODY COPY

Dear [name],

If you're concerned about rising healthcare costs, there's no better time to learn more about your Medicare options and plans like AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. Medicare alone only pays about 80% of Part B medical expenses and the rest is up to you. Standardized Medicare supplement plans may help you pay some of those costs and lower your out-of-pocket medical expenses.

Medicare supplement plans offer:

- Coverage for some of the out-of-pocket medical costs not paid by Medicare Parts A and B
- No networks
- Plus, the freedom to see any specialist who accepts Medicare patients

As an AARP member, you may enroll in an AARP Medicare Supplement Insurance Plan, the only Medicare supplement plans that carry the AARP name. What's more, AARP Medicare Supplement Insurance Plans are:

- Competitively priced
- Very popular - More people are enrolled in AARP Medicare Supplement Plans nationwide than Medicare supplement plans offered by any other insurance carrier\*
- Highly rated- Of those surveyed who are enrolled in AARP Medicare Supplement Insurance Plans, there's a 94% member satisfaction rate\*\*

Don't wait to make your decision. You owe it to yourself to learn more about AARP Medicare Supplement Insurance Plans. [Request your free Decision Guide now.](#)

#### **BUTTON**

**Get a free decision guide**

#### **RIGHT RAIL**

#### **BUTTON**

**Make an informed decision about Medicare supplement plans.**

#### **BUTTON**

**Get a free decision guide**

For more information, call a licensed insurance agent/producer toll free: [1-800-523-5800] ([TTY 711](#))

#### **DISCLAIMER**

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[Privacy Policy](#)

EM10012ST

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## 0.2 Landing Page/eBRC 1 – AARP Members

### LOGO

AARP Medicare Supplement Plans insured by UnitedHealthcare Insurance Company

Group AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company

### TELEPHONE CALL TO ACTION

For more information, call a licensed insurance agent/producer toll free at [1-800-523-5800 (TTY 711)]

### HEADLINE

**I've learned that the best decisions  
are informed ones | GO LONG**

### SUBHEAD

**Find out if a Medicare supplement insurance plan is right for you**

### BODY COPY

You've gotten where you are by making informed choices. So when it comes to choosing a standardized Medicare supplement plan to help pay for some of what Medicare doesn't, make sure you get all the information you need to make the right decision for you. That includes learning more about AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

Get your free Decision Guide today.

You owe it to yourself to learn more about what a Medicare supplement can do. Plus, with a Medicare supplement plan, you'll enjoy:

- Limited out-of-pocket expenses- depending on the plan you choose, coverage for copayments and deductibles Medicare doesn't pay
- Virtually no claim forms to fill out
- No networks— see any provider or specialist that accepts Medicare patients

AARP Medicare Supplement Insurance Plans, also offer a number of unique advantages over other plans:

- Competitive group rates
- They're the only Medicare supplement plans to carry the AARP name
- Great service — Of those surveyed who are enrolled in AARP Medicare Supplement Insurance Plans, there's a 94% member satisfaction rate\*

Make an informed decision today. Get your free Decision Guide now.

### FORM

FREE DECISION GUIDE REQUEST FORM

Fill in the information below to receive your FREE guide

Fields with an \* are required.

AARP Membership Number

Medicare (Part B) Effective Date

\*Date of Birth

\*First Name

\*Last Name

\*Address

Address Line 2

\*City

\*State

\*Zip Code

Email Address

By providing your Date of Birth and Medicare (Part B) effective Date, plan rates will also be provided. This is a solicitation of insurance. A licensed agent/producer may contact you.

### **BUTTON**

Get a free decision guide

### **DISCLAIMER**

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LP265ST

## 0.3 Thank You Page – AARP Members

### LOGO

AARP Medicare Supplement Plans insured by UnitedHealthcare Insurance Company

Group AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company

### TELEPHONE CALL TO ACTION

For more information, call a licensed insurance agent/producer toll free at: [1-800-523-5800] (TTY 711)

### PAGE HEADLINE

**Thank you for your request.**

### BODY COPY

Your request for a free Decision Guide has been received. Your guide should arrive within 7-10 business days.

If you have any other questions, please visit [www.GoLong.com](http://www.GoLong.com) or call a licensed insurance agent/producer toll-free at [1-800-523-5800] (TTY 711). [You can also view [AARP Medicare Supplement Plans and pricing](#)].

### DISCLAIMER

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[Privacy policy](#)

LP266ST

SERFF Tracking #:

UHLC-128734320

State Tracking #:

Company Tracking #:

FM12-784

State:

Arkansas

Filing Company:

UnitedHealthcare Insurance Company

TOI/Sub-TOI:

MS08G Group Medicare Supplement - Standard Plans 2010/MS08G.001 Plan A 2010

Product Name:

GROUP MEDICARE SUPPLEMENT

Project Name/Number:

ADVERTISING/FM12-784

## Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	SCREEN SHOTS	Filed-Closed	10/30/2012
Comments:	For your information we have attached a screen shot of the advertising as it will appear to the consumer.		
Attachment(s):			
EM10011ST_comp.pdf			
EM10012ST_comp.pdf			
LP265ST_comp.pdf			
LP266ST_comp.pdf			

		Item Status:	Status Date:
Satisfied - Item:	STATEMENT OF VARIABILITY	Filed-Closed	10/30/2012
Comments:			
Attachment(s):			
LP265STSOV_nocode.pdf			

[Learn more about AARP Med Supp Ins Plans from UnitedHealthcare Ins Co.]

From: UnitedHealthcare  
 Date: MONTH, DAY, 2012  
 To: [Name]  
 Subject: [Learn more about AARP Med Supp Ins Plans from UnitedHealthcare Ins Co.]  
 [Cover some of the costs not paid by Medicare Parts A and B]  
 [Cover some of the costs not paid by Medicare Parts A and B with an AARP Med Supp Ins Plans from UnitedHealthcare Ins Co.]  
 [See any doctors that accept Medicare patients with a Medicare supplement]  
 [Concerned about rising Medicare-related expenses?]  
 [Medicare alone only pays about 80% of approved costs. The rest is up to you.]  
 [Medicare alone only pays about 80% of approved costs.]  
 [Want the flexibility to choose your own doctor?]  
 [Want the flexibility to choose your own doctor? An AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. might be right for you.]  
 [Looking for a plan that can help pay for some of the costs Medicare doesn't?]  
 [Looking for a plan with no network restrictions?]  
 [Looking for a plan with no network restrictions? Find out more inside]  
 [Looking for a plan with no network restrictions? An AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. might be right for you.]  
 [Choose the right Medicare supplement insurance plan for you]

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

Group AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company

[1-800-523-5800] (TTY 711)

## Good health starts with good decisions | GO LONG

Find out if a Medicare supplement insurance plan is right for you



Dear [Name],

As you know, being an AARP member has its privileges — like the ability to enroll in an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

It's a simple fact. Medicare alone doesn't cover all your out-of-pocket healthcare costs. If you're concerned about your rising Medicare-related expenses, consider a standardized Medicare supplement plan to:

- Cover some of the costs not paid by Medicare Parts A and B
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- Have a plan where there are virtually no claim forms to fill out

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- They're competitively priced
- More people are enrolled in AARP Medicare Supplement Plans nationwide than Medicare supplement plans offered by any other insurance carrier\*
- Of those surveyed who are enrolled in AARP Medicare Supplement Insurance Plans, there's a 94% member satisfaction rate\*\*

Ready to learn more about AARP Medicare Supplement Plans? Request your free Decision Guide now.

[GET A FREE DECISION GUIDE >](#)

You owe it to yourself to make an informed decision about Medicare supplement plans.

### GET A FREE DECISION GUIDE



For more information, call a licensed insurance agent/producer toll free at:

[1-800-523-5800]  
(TTY 711)

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[Privacy Policy](#)

EM10011ST

[Is an AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. right for you?]

From: UnitedHealthcare  
 Date: MONTH, DAY, 2012  
 To: [Name]  
 Subject: [Is an AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. right for you?]  
 [Cover some of the costs not paid by Medicare Parts A and B]  
 [Cover some of the costs not paid by Medicare Parts A and B with an AARP Med Supp Ins Plans from UnitedHealthcare Ins Co.]  
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 [Want the flexibility to choose your own doctor?]  
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 [Looking for a plan that can help pay for some of the costs Medicare doesn't?]  
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 [Looking for a plan with no network restrictions? Find out more inside]  
 [Looking for a plan with no network restrictions? An AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. might be right for you.]  
 [Choose the right Medicare supplement insurance plan for you]

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 insured by UnitedHealthcare Insurance Company

For more information, call a licensed insurance agent/producer toll free at

Group AARP® Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company

[1-800-523-5800] (TTY 711)

## I didn't get this far by hesitating | GO LONG

Now's a great time to learn more about supplementing Medicare



Dear [Name],

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- Highly rated — Of those surveyed who are enrolled in AARP Medicare Supplement Insurance Plans, there's a 94% member satisfaction rate\*\*

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[GET A FREE DECISION GUIDE >](#)

Make an informed decision about Medicare supplement plans.

**GET A FREE DECISION GUIDE**



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\*\* From a report prepared for UnitedHealthcare Insurance Company by GfK Custom Research NA, "Medicare Supplement Plan Satisfaction Posted Questionnaire," 3/21/12, http://www.uhcmedsupstats.com or call [1-800-523-5800] to request a copy of the full report.

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Call a licensed insurance agent/producer at the toll-free number in this advertisement to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

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EM10012ST

## I've learned that the best decisions are informed ones | GO LONG

Find out if a Medicare supplement insurance plan is right for you

You've gotten where you are by making informed choices. So when it comes to choosing a standardized Medicare supplement plan to help pay for some of what Medicare doesn't, make sure you get all the information you need to make the right decision for you. That includes learning more about AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

Get your free Decision Guide today.

You owe it to yourself to learn more about what a Medicare supplement can do. Plus, with a Medicare supplement plan, you'll enjoy:

- Limited out-of-pocket expenses— depending on the plan you choose, coverage for copayments and deductibles Medicare doesn't pay
- Virtually no claim forms to fill out
- No networks — see any provider or specialist that accepts Medicare patients

AARP Medicare Supplement Insurance Plans, also offer a number of unique advantages over other plans:

- Competitive group rates
- They're the only Medicare supplement plans to carry the AARP name
- Great service — Of those surveyed who are enrolled in AARP Medicare Supplement Insurance Plans, there's a 94% member satisfaction rate\*

Make an informed decision today. Get your free Decision Guide now.

### FREE DECISION GUIDE REQUEST FORM

Fill in the information below to receive your FREE guide



Fields with an \* are required.

AARP Membership Number  ?

Medicare (Part B) Effective Date  ?

\*Date of Birth

\*First Name

\*Last Name

\*Address

Address Line 2

\*City

\*State

\*Zip Code

Email Address

By providing your Date of Birth and Medicare (Part B) Effective Date, plan rates will also be provided. This is a solicitation of insurance. A licensed agent/producer may contact you.

**GET A FREE DECISION GUIDE** >

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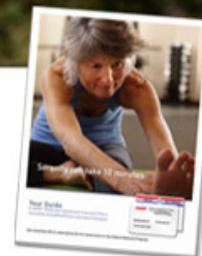
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## Thank you for your request.



Your request for a free Decision Guide has been received. Your guide should arrive within 7–10 days.

If you have any other questions, please visit [www.GoLong.com](http://www.GoLong.com) or call a licensed insurance agent/producer toll-free at [1-800-523-5800] (TTY 711). [You can also view [AARP Medicare Supplement Plans and pricing](#)].

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LP266ST

### LP265ST

Variable	Description
[1-800-523-5800]	Phone number to request a hard copy of the Medicare Supplement Plan Satisfaction Questionnaire and/or to speak to a licensed agent/producer for more information.

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Variable	Description
[1-800-523-5800]	Phone number to request a hard copy of the Medicare Supplement Plan Satisfaction Questionnaire and/or to speak to a licensed agent/producer for more information.
[You can also view AARP Medicare Supplement Plans and pricing.]	This will only appear once the pricing page of website is approved in all states.

### EM10011ST

Variable	Description
[Learn more about AARP Med Supp Ins Plans from UnitedHealthcare Ins Co.]  [Cover some of the costs not paid by Medicare Parts A and B]  [Cover some of the costs not paid by Medicare Parts A and B with an AARP Med Supp Ins Plans from UnitedHealthcare Ins Co.]  [See any doctors that accept Medicare patients with a Medicare supplement]  [Concerned about rising Medicare-related expenses?]  [Medicare alone only pays about 80% of approved costs. The rest is up to you.]  [Medicare alone only pays about 80% of approved costs.]  [Want the flexibility to choose your own doctor?]  [Want the flexibility to choose your own doctor? An AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. might be right for you.]  [Looking for a plan that can help pay for	Email will be sent out several times and each time the subject line will rotate with each mailing.

<p>some of the costs Medicare doesn't?]</p> <p>[Looking for a plan with no network restrictions?]</p> <p>[Looking for a plan with no network restrictions? Find out more inside]</p> <p>[Looking for a plan with no network restrictions? An AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. might be right for you.]</p> <p>[Choose the right Medicare supplement insurance plan for you]</p>	
<p>[1-800-523-5800]</p>	<p>Phone number to speak to a licensed agent/producer for more information or to request a copy of the full report of December 2011 Medigap Enrollment and Market Share or Medicare Supplement Plan Satisfaction Posted Questionnaire.</p>
<p>Dear [Name]</p>	<p>Name of recipient of email</p>

**EM10012ST**

<b>Variable</b>	<b>Description</b>
<p>[Is an AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. right for you?]</p> <p>[Cover some of the costs not paid by Medicare Parts A and B]</p> <p>[Cover some of the costs not paid by Medicare Parts A and B with an AARP Med Supp Ins Plans from UnitedHealthcare Ins Co.]</p> <p>[See any doctors that accept Medicare patients with a Medicare supplement] [Concerned about rising Medicare-related expenses?]</p> <p>[Medicare alone only pays about 80% of approved costs. The rest is up to you.]</p> <p>[Medicare alone only pays about 80% of approved costs.]</p> <p>[Want the flexibility to choose your own doctor?]</p> <p>[Want the flexibility to choose your own doctor? An AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. might be right for</p>	<p>Email will be sent out several times and each time the subject line will rotate with each mailing.</p>

<p>you.]</p> <p>[Looking for a plan that can help pay for some of the costs Medicare doesn't?]</p> <p>[Looking for a plan with no network restrictions?]</p> <p>[Looking for a plan with no network restrictions? Find out more inside]</p> <p>[Looking for a plan with no network restrictions? An AARP Med Supp Ins Plan from UnitedHealthcare Ins Co. might be right for you.]</p> <p>[Choose the right Medicare supplement insurance plan for you]</p>	
<p>[1-800-523-5800]</p>	<p>Phone number to speak to a licensed agent/producer for more information or to request a copy of the full report of December 2011 Medigap Enrollment and Market Share or Medicare Supplement Plan Satisfaction Posted Questionnaire..</p>
<p>Dear [Name]</p>	<p>Name of recipient of email</p>