

State: Arkansas **Filing Company:** United of Omaha Life Insurance Company
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Medicare Supplement Advertising - URC8020_1112
Project Name/Number: Medicare Supplement Advertising /URC8020_1112

Filing at a Glance

Company: United of Omaha Life Insurance Company
Product Name: Medicare Supplement Advertising - URC8020_1112
State: Arkansas
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI: MS08I.012 Multi-Plan 2010
Filing Type: Advertisement
Date Submitted: 11/05/2012
SERFF Tr Num: MUTM-128754608
SERFF Status: Closed-Filed-Closed
State Tr Num:
State Status: Filed-Closed
Co Tr Num: KELLY KRUMWIED

Implementation
Date Requested:
Author(s): Melanie Worth, Kelly Krumwied
Reviewer(s): Stephanie Fowler (primary)
Disposition Date: 11/14/2012
Disposition Status: Filed-Closed
Implementation Date:

State Filing Description:

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General Information

Project Name: Medicare Supplement Advertising
 Project Number: URC8020_1112
 Requested Filing Mode:
 Explanation for Combination/Other:
 Submission Type: New Submission
 Overall Rate Impact:

Status of Filing in Domicile:
 Date Approved in Domicile:
 Domicile Status Comments:
 Market Type: Individual
 Individual Market Type:
 Filing Status Changed: 11/14/2012
 State Status Changed: 11/14/2012
 Created By: Kelly Krumwied
 Corresponding Filing Tracking Number:

Deemer Date:
 Submitted By: Kelly Krumwied

Filing Description:

NAIC #: 261-69868
 FEIN #: 47-0322111
 United of Omaha Life Insurance Company
 Medicare Supplement Advertising
 URC8020_1112
 URC8020_1112-1 (Reply Card)

Enclosed for review by your Department is a copy of the above-captioned advertising. These forms are new and are not intended to replace any previously approved forms. They will be used with appropriate approved forms in your state.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Thank you for the review of this filing.

Sincerely,

For Questions, please contact Melanie Worth
 Phone: 402-351-4260; Fax: 402-351-5298
 E-mail: advfilings@mutualofomaha.com

kk

Company and Contact

Filing Contact Information

Melanie Worth, Product & Advertising Compliance Analyst	melanie.worth@mutualofomaha.com
Mutual of Omaha	402-351-4260 [Phone]
Mutual of Omaha Plaza	402-351-5298 [FAX]
Omaha, NE 68175	

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Filing Company Information

United of Omaha Life Insurance Company	CoCode: 69868	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Life Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6910 ext. [Phone]	FEIN Number: 47-0322111	

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

Company	Amount	Date Processed	Transaction #
United of Omaha Life Insurance Company	\$100.00	11/05/2012	64553881

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	11/14/2012	11/14/2012

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Disposition

Disposition Date: 11/14/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Memorandum of Variability	Filed-Closed	Yes
Form	Letter, Reply Card	Filed-Closed	Yes

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Form Schedule

Lead Form Number: URC8020_1112

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1	Filed-Closed 11/14/2012	Letter, Reply Card	URC8020_1112, URC8020_1112-1	ADV	Initial		0.000	URC8020_1112_Brackets.pdf

Form Type Legend:

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

UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL of OMAHA COMPANY
Mutual of Omaha Plaza, Omaha, NE 68175



Official Government Guide For Those Turning 65! What You Need to Know about Medicare Supplement Insurance

coding999999999
Sample J. Sample
9324 Harney St.
Omaha, NE 68126

Call TODAY
to receive your free copy
[1-800-999-9999]

Dear [Sample J. Sample,]

You're about to reach a milestone ... your 65th birthday! With healthier lifestyles and longer lifespans, 65 is our generation's "middle age." Yet no matter how fit and active you feel today, it's time to start planning for your health care in the years ahead.

For one thing, you'll be eligible for Medicare. And if you're like most people we've talked to, you have a lot of questions: *What are the "gaps" in Medicare? Will I need Medicare supplement insurance? If so, which plan is right for me?*

It's natural to have questions. And now it's easier than ever to get answers!

Just call [1-800-999-9999] or return the Request Form below to get your free copy of *A Guide To Health Insurance For People With Medicare*, created by the Centers for Medicare and Medicaid Services and the National Association of Insurance Commissioners.

Within the pages of this official government guide, you'll find important information that can make all the difference in the months and years ahead. And it's yours absolutely free. At United of Omaha Life Insurance Company, you can count on us for the know-how you deserve and the experience you trust.

Don't wait. Request your free guide today. Because the more you know about Medicare supplement insurance now, the better prepared you'll be!

Sincerely,

Dwaine Meyer
Director, Marketing Services and Licensed Agent*

P.S. You are under no obligation whatsoever in accepting a free copy of *A Guide To Health Insurance For People With Medicare*. So call [1-800-999-9999] or mail the Request Form now, while it's fresh on your mind.

This is a solicitation of insurance and an insurance agent* will contact you by telephone. Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program.

THIS IS A LIMITED POLICY DESIGNED TO COVER ONLY THOSE EXPENSES WHICH MEDICARE DOES NOT COVER.

*WA residents: All references to "agent" should be replaced with "producer."

URC8020_1112

▼ PLEASE DETACH HERE AND MAIL TODAY ▼

M28004

FREE GUIDE REQUEST

YES! Please send me ***A Guide To Health Insurance For People With Medicare***. I understand there is no cost or obligation.

Mail this card today or for faster service, call [1-800-999-9999] or visit [www.mutualplans.com]

Sample J. Samplexxxxxxxxxxxxxxxxxxxxxxxx
Apt # 1234
9324 Harney St.
Omaha, NE 68126

Date of Birth _____ / _____ / _____

Phone (____) _____

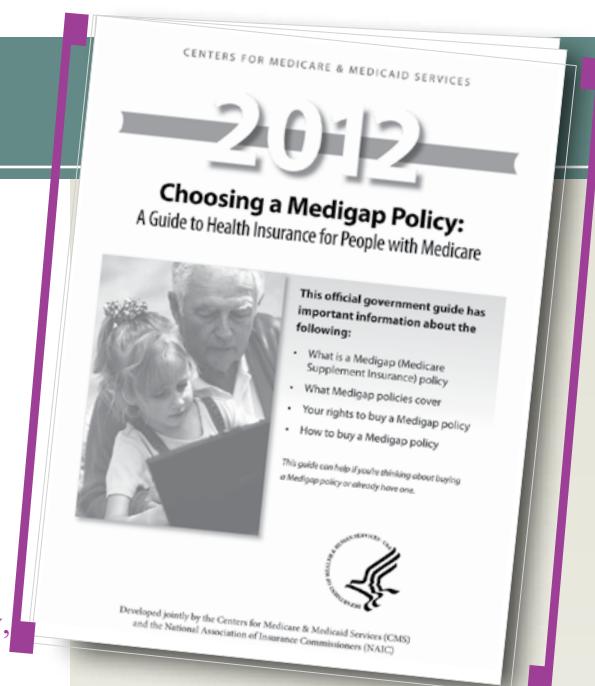
Best Time To Call ___:___ A.M. P.M.

Email _____

This is a solicitation of insurance and an insurance agent (In WA: producer) will contact you by telephone. Medicare supplement is underwritten by: United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175.

URC8020_1112-1

XXXXX



Within the pages of this booklet, you'll discover:

- ✓ The differences between Medicare Part A, B and D
- ✓ What Medicare does and does not cover
- ✓ Choosing the right Medicare supplement plan for you
- ✓ The best time to buy a Medicare supplement insurance policy
- ✓ And MORE!



Medicare supplement insurance policy forms: UM20, UM21, UM22, UM23, UM24 & UM30 or state equivalent; In FL: UM20-24200, UM23-24201, UM24-24202; In NC: UM20-21719NC, UM23-21720NC, UM24-21721NC & UM30-22567NC; In OK: UM20-21746, UM23-21747, UM24-21748 & UM30-22579; In OR: UM20-21610, UM23-21613, UM24-21614 & UM30-22543; In WA: UM20-24075, UM23-24076 & UM24-24077 are underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175, 1-800-228-7104. In some states, coverage is also available to persons under age 65 who are eligible for Medicare due to a disability. Policies contain exclusions and limitations. United of Omaha Life Insurance Company is licensed nationwide except in NY.

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Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Memorandum of Variability	Filed-Closed	11/14/2012
Comments:			
Attachment(s):			
URC8020_1112 MOV.pdf			

VARIABLE MATERIAL FOR ADVERTISING FORM URC8020_1112

The following information in the aforementioned advertisement is bracketed to denote variable material.

<u>Section</u>	<u>Explanation</u>
1. Graphic of Guide	Graphic will be switched yearly to current cover of Guide
2. Dear [Sample J. Sample,]	Will insert recipient's name for personalization purposes.
3. [Dwayne Meyer] [Director, Marketing Services and Licensed Agent]	Will display a licensed Mutual of Omaha Agent name and approved title.
4. [www.mutualplans.com]	This web address will be an approved site for customers to place an order for the free guide.

URC8020_OR MoV