

SERFF Tracking Number: MUTM-128118455 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number:
Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - M27992
Project Name/Number: Long Term Care Advertising /M27992

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-128118455 State: Arkansas
M27992

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num:

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: VERONICA BOOTH

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Donna Lambert

Author: Veronica Booth

Disposition Date: 02/27/2012

Date Submitted: 02/27/2012

Disposition Status: Filed

Implementation Date Requested:

Implementation Date: 03/27/2012

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Status of Filing in Domicile:

Project Number: M27992

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 02/27/2012

State Status Changed: 02/27/2012

Deemer Date:

Created By: Veronica Booth

Submitted By: Veronica Booth

Corresponding Filing Tracking Number:

Filing Description:

NAIC# 261-71412

FEIN# 47-0246511

Mutual of Omaha Insurance Company

Long Term Care Advertising

Magazine Ad: M27992

Magazine Ad: M27993

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 the appropriate policy forms approved in your state.

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These advertisements are to be utilized in magazines which are distributed on a nationwide basis and are not intended to be specifically directed at residents of any particular state. Any subsequent advertising materials which are sent to consumers as a result of these advertisements will be specific to the consumer's state of residence.

Advertisement M27992 will be used to promote our agency distribution channel and is intended to connect consumers with a licensed agent. Advertisement M27993 will be used to promote our brokerage distribution channel and is intended to connect consumers with an independent brokerage firm licensed to sell our long-term care insurance products. These advertisements are identical in marketing content except that the contact information will correspond to the distribution channel to which it relates.

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

Thank you for your review of this filing.

Sincerely,

Corporate Compliance and Ethics Division
For Questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

vb

Company and Contact

Filing Contact Information

Carly Cole - Admin, carly.cole@mutualofomaha.com
Mutual of Omaha 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance Company CoCode: 71412 State of Domicile: Nebraska
Mutual of Omaha Plaza Group Code: 261 Company Type: Health Insurance
Omaha, NE 68175 Group Name: State ID Number:
(402) 351-6910 ext. [Phone] FEIN Number: 47-0246511

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Filing Fees

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

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|-----------------------------------|----------|----------------|---------------|
| Mutual of Omaha Insurance Company | \$100.00 | 02/27/2012 | 56664269 |

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Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------|---------------|------------|----------------|
| Filed | Donna Lambert | 02/27/2012 | 02/27/2012 |

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Product Name: Long Term Care Advertising - M27992
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Disposition

Disposition Date: 02/27/2012

Implementation Date: 03/27/2012

Status: Filed

Comment:

Rate data does NOT apply to filing.

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| Schedule | Schedule Item | Schedule Item Status | Public Access |
|---------------------|---------------------------------|----------------------|---------------|
| Supporting Document | Memorandum of Variable Material | Filed | Yes |
| Form | Magazine Ad | Filed | Yes |
| Form | Magazine Ad | Filed | Yes |

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Form Schedule

Lead Form Number: M27992

| Schedule Item | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|---------------------|-------------|-------------|-------------|---------|----------------------|-------------|------------|
| Filed 02/27/2012 | M27992 | Advertising | Magazine Ad | Initial | | 0.000 | M27992.pdf |
| Filed 02/27/2012 | M27993 | Advertising | Magazine Ad | Initial | | 0.000 | M27993.pdf |

What have you got to lose?

A plan for the future is important to help protect the things you cherish. A long-term care insurance policy may help you preserve the things that are important to you – your plans for retirement, your freedom and independence, the ability to remain comfortably in your home.

What have you got to lose? Call to speak with a customer service representative or go online today to learn how to make a long-term care insurance policy part of your plan for the future.

[800-606-9629]
www.mutualLTC.com



Mutual of Omaha

**MUTUAL OF OMAHA
INSURANCE COMPANY**

**UNITED OF OMAHA LIFE
INSURANCE COMPANY**



Long-term care insurance is underwritten by Mutual of Omaha Insurance Company or United of Omaha Life Insurance Company. Home office: Mutual of Omaha Plaza, Omaha, NE 68175, [1-800-775-6000]. Underwriting company is dependent upon policy purchased. Each underwriting company is responsible for its own financial and contractual obligations. Mutual of Omaha Insurance Company is licensed nationwide. United of Omaha Life Insurance Company is licensed in all states except NY and does not solicit business in NY. This is a solicitation of insurance. An insurance agent* may contact you. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent* or write to the company. Product features and availability will vary by state.

What have you got to lose?

A plan for the future is important to help protect the things you cherish. A long-term care insurance policy may help you preserve the things that are important to you – your plans for retirement, your freedom and independence, the ability to remain comfortably in your home.

What have you got to lose? Call today to learn how to make a long-term care insurance policy part of your plan for the future.

[Marketer Name]
[Marketer Phone Number]



Mutual of Omaha

**MUTUAL OF OMAHA
INSURANCE COMPANY**
**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company or United of Omaha Life Insurance Company. Home office: Mutual of Omaha Plaza, Omaha, NE 68175, [1-800-775-6000]. Underwriting company is dependent upon policy purchased. Each underwriting company is responsible for its own financial and contractual obligations. Mutual of Omaha Insurance Company is licensed nationwide. United of Omaha Life Insurance Company is licensed in all states except NY and does not solicit business in NY. This is a solicitation of insurance. An insurance agent* may contact you. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent* or write to the company. Product features and availability will vary by state. [Marketer Name], a **licensed independent insurance agency**, is authorized to sell our insurance products.

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Supporting Document Schedules

| | | Item Status: | Status Date: |
|--------------------------|---------------------------------|---------------------|-------------------------|
| Satisfied - Item: | Memorandum of Variable Material | Filed | 02/27/2012 |
| Comments: | | | |
| Attachments: | | | |
| VM-M27992.pdf | | | |
| VM-M27993.pdf | | | |

VARIABLE MATERIAL FOR ADVERTISING FORM M27992

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

Section

[800-606-9629]

Explanation

The connect with an agent phone number is variable in case the number may change in the future. The initial number will be 800-606-9629.

[800-775-6000]

The general customer service number is variable in case the number may change in the future. The initial number will be [800-775-6000]

VARIABLE MATERIAL FOR ADVERTISING FORM M27993

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

Section

[Marketer Name]

[Marketer Phone Number]

Explanation

This is the name and phone number of the broker using the ad.

[800-775-6000]

The general customer service number is variable in case the number may change in the future. The initial number will be [800-775-6000]