

SERFF Tracking Number: UHLC-128470940 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number:
 Company Tracking Number: TV301ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/TV301ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-128470940 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010

SERFF Status: Closed-Filed-Closed

State Tr Num:

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: TV301ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton, Lisa Muhammad

Disposition Date: 06/20/2012

Date Submitted: 06/14/2012

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: ADVERTISING

Status of Filing in Domicile: Not Filed

Project Number: TV301ST

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: 06/20/2012

State Status Changed: 06/20/2012

Deemer Date:

Created By: Michelle Ambach

Submitted By: Lisa Muhammad

Corresponding Filing Tracking Number: TV301ST

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.

When the consumer enters the GoLong.com web address into their browser, they will link to one of the landing pages approved on 9/29/2011 under UHLC-127624787 – WB25343ST, WB25344ST, or WB25125ST (9/11) – where they will

SERFF Tracking Number: UHLC-128470940 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number:
 Company Tracking Number: TV301ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/TV301ST

have the opportunity to request product information be sent to them. When the consumer does a Google search of GoLong.com, they will be taken to WB25351ST, approved on 11/17/2011, under UHLC-127821159.

State Narrative:

Company and Contact

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: \$100.00
 Retaliatory? No
 Fee Explanation: \$50.00 X 2 = \$100.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$100.00	06/14/2012	60158287

SERFF Tracking Number: UHLC-128470940 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number:
Company Tracking Number: TV301ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/TV301ST

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	06/20/2012	06/20/2012

SERFF Tracking Number: UHLC-128470940 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:*
Company Tracking Number: TV301ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/TV301ST

Disposition

Disposition Date: 06/20/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-128470940 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number:
 Company Tracking Number: TV301ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/TV301ST

Form Schedule

Lead Form Number: TV301ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 06/20/2012	TV301ST	Advertising	TELEVISION AD	Initial		45.000	TV301ST.pdf
Filed-Closed 06/20/2012	TV302ST	Advertising	TELEVISION AD	Initial		45.000	TV302ST.pdf

1. **SUPER:**
Eligible for Medicare?

Component Code:
TV301ST

2. Illustration of Sand in Time

SUPER:
Now's the Time

Component Code:
TV301ST

3. Illustration spins around and turns into the & symbol

SUPER:
A plan that meets your needs & budget?

4. **SUPER:**
Only about 80%

AUDIO VOICE OVER (AVO):

If you're eligible for Medicare...

now's a good time to think about your options.

Are you looking for a plan that really meets your needs?

And your budget?

As you probably know, Medicare only covers about 80% of your Part B medical expenses. The rest is up to you.

5. Cut to logo.

LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]

(rotates throughout)

TTY:711

Call now for Free Guide

AARP Med Supp logo

GoLong.com

LEGAL SUPER:

AARP Medicare Supplement Insurance Plans, 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.

6. **SUPER:**

All Medicare Supplement Plans could help cover what Medicare doesn't pay

So consider an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

Like all standardized Medicare supplement plans, they cover some of what Medicare doesn't pay. And could save you in out-of-pocket medical costs.

7. Cut to super and Decision Guide and membership card

SUPER:

Why wait? Call today.

LEGAL SUPER:

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

Call today to request a free Decision Guide to help you better understand Medicare. And which AARP Medicare Supplement Plan works best for you.

8. Cut to super on sweep.

SUPER:

Medicare Supplement Plans
Choose your
Doctor
Hospital

With this type of plan, you'll be able to visit any doctor or hospital that accepts Medicare patients...

9. **SUPER:**
Plus there are
No Networks
No Referrals Needed

Plus, there are no networks, and you'll never need a referral to see a specialist.

10. **SUPER:**
Wide range of plans that fit your budget

There's a range of plans to choose from, too.

11. Cut to super and map of United States.

SUPER:

Medicare Supplement Plans travel with you

And they all travel with you. Anywhere in the country.

12. Cut to super on sweep.

SUPER:

Millions have enrolled

Join the millions who have already enrolled in the only

Medicare Supplement Plans...

LEGAL SUPER:

From a report prepared for UnitedHealthcare Insurance Company by ORC International, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," March, 2012, www.uhcmedsupstats.com or call 1-800-523-5800 to request a copy of the full report.

13. Med Supp card on color background

LEGAL SUPER:

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.

endorsed by AARP, an organization serving the needs of people 50 and over for generations...

14. Cut to super on sweep.

SUPER:

30 years of experience

And provided by United Healthcare Insurance Company, which has over 30 years of experience behind it.

15. **SUPER:** Call today

Call today. Remember, all Medicare Supplement Plans help...

- | | |
|--|---|
| <p>16. SUPER:
Medicare Supplement Plans help cover what Medicare doesn't</p> <p>Not connected with or endorsed by the U.S. Government or the federal Medicare program. This is a solicitation of insurance. A licensed agent/producer may contact you.</p> | <p>cover some of what Medicare doesn't pay – expenses that could really add up.</p> |
| <p>17. SUPER:
Medicare Supplement Plans could help cover what Medicare doesn't pay</p> | <p>These kinds of plans could save you in out-of-pocket medical costs...</p> |
| <p>18. SUPER:
Medicare Supplement Plans
Choose your own doctor
No referrals needed</p> | <p>You'll be able to choose any doctor who accepts Medicare patients. And you never need referrals.</p> |
| <p>19. SUPER:
Call today.</p> | <p>If you're thinking about your options, call today.</p> |

20. Cut to Decision Guide

SUPER:
Free Decision Guide

COMPONENT CODE:
TV301ST

When you call, request your free Decision Guide.

21. Cut to AARP Med Supp logo.

COMPONENT CODE:
TV301ST

And find the AARP Medicare Supplement Plan that may be right for you.

1. **SUPER:**
Eligible for Medicare?

Component Code:
TV302ST

2. Illustration of Sand in Time

SUPER:
Now's the Time

Component Code:
TV302ST

3. **SUPER:**
A plan that meet your needs &
budget?

Illustration spins around and
turns into the symbol

4. **SUPER:**
Only about 80%

AUDIO VOICE OVER (AVO):

If you're eligible for Medicare...

now's a good time to think about your options.

Are you looking for a plan that really meets your needs?

And your budget?

As you probably know, Medicare only covers about 80% of
your Part B medical expenses. The rest is up to you.

5. Cut to logo.

SUPER:

(appears throughout)

[1-XXX-XXX-XXXX]

(rotates throughout)

TTY:711

Call for free information

Call Now for Free Guide

AARP Med Supp logo

[GoLong.com]

LEGAL:

AARP Medicare Supplement Insurance Plans, 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.

6. **SUPER:**

All Medicare Supplement Plans could help cover what Medicare doesn't pay

So consider an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

Like all standardized Medicare supplement plans, they pick up some of what Medicare doesn't pay. And could save you in out-of-pocket medical costs every year.

7. Cut to super and Decision Guide and membership card.

SUPER:

Why wait? Call today.

LEGAL SUPER:

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

Call today to request a free Decision Guide.

8. Cut to super on sweep.

SUPER:

Medicare Supplement Plans
Choose your
Doctor
Hospital

LEGAL SUPER:

**Not connected with or
endorsed by the U.S. federal
Medicare program.
This is a solicitation of
insurance. A licensed
agent/producer may contact
you.**

With this type of plan, you'll be able to visit any doctor or hospital that accepts Medicare patients....

9. **SUPER:**
Plus there are
No Networks
No Referrals Needed

Plus, there are no networks, and you'll never need a referral to see a specialist.

10. **SUPER:**
Call today.

If you're thinking about your options, call today.

LEGAL SUPER:

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.

11. Cut to Decision Guide and membership card.

When you call, request your free Decision Guide.

SUPER:
Free Decision Guide

Component Code:
TV302ST

12. Cut to AARP Med Supp logo

And find the AARP Medicare Supplement Plan that may be right for you.

Component Code:
TV302ST

SERFF Tracking Number: UHLC-128470940 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number:
Company Tracking Number: TV301ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/TV301ST

Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: STATEMENT OF VARIABILITY	Filed-Closed	Date: 06/20/2012
Comments:		
Attachment: SOV1.pdf		

Statement of Variability

TV301ST, TV302ST

Variable	Description
[GoLong.com]	This URL may change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info). The URL may or may not appear depending on where/when the ad is used.

Variable	Description
[1-8XX-XXX-XXXX]	The phone # will change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).