

SERFF Tracking Number: UHLC-128483025 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number:  
 Company Tracking Number: TV304ST  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: GROUP MEDICARE SUPPLEMENT  
 Project Name/Number: ADVERTISEMENT/TV304ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-128483025 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: TV304ST

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: 06/18/2012

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: ADVERTISEMENT

Status of Filing in Domicile: Not Filed

Project Number: TV304ST

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: Bobbie Walton

Corresponding Filing Tracking Number: TV304ST

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

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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: \$50.00  
 Retaliatory? No  
 Fee Explanation: \$50 PER FILING  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	06/18/2012	60218234

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## Correspondence Summary

### Dispositions

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

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## **Disposition**

Disposition Date: 06/20/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.



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## Form Schedule

**Lead Form Number: TV304ST**

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 06/20/2012	TV304ST	Advertising	TELEVISION AD	Initial		45.000	TV304ST.pdf

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**VIDEO**

**AUDIO**

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1. SUPER ON SWEEP.

**SUPER:**

Eligible for Medicare?

**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.

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.

**COMPONENT CODE:**

TV304ST

**AUDIO VOICE OVER (AVO):** Eligible for Medicare?

**VIDEO**

**AUDIO**

2. **SUPER:**  
AARP Med Supp logo

**LOWER THIRD SUPER:**  
[-XXX-XXX-XXXX]  
(rotates throughout)  
TTY:711  
Call now for Free Guide  
AARP Med Supp logo  
GoLong.com

**(LEGAL SUPER  
CONTINUES)**

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

VIDEO	AUDIO
<p>3. <b>SUPER:</b> Call Today</p> <p><b>LEGAL SUPER:</b> <b>Not connected with or endorsed by the U.S. Government or the federal Medicare program.</b></p> <p>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.</p> <p><b>This is a solicitation of insurance. A licensed insurance agent/producer may contact you.</b></p>	<p>To learn more, call today...</p>
<p>4. CUT TO DECISION GUIDE AND MEMBERSHIP CARD</p> <p><b>SUPER:</b> Free Decision Guide</p> <p><b>(LEGAL SUPER CONTINUES)</b></p> <p><b>COMPONENT CODE:</b> TV304ST</p>	<p>and request your free Decision Guide. It can help answer some of your questions about Medicare. So don't wait.</p>

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## Supporting Document Schedules

	Item Status:	Status
<b>Satisfied - Item:</b> SOV	Filed-Closed	<b>Date:</b> 06/20/2012
<b>Comments:</b>		
<b>Attachment:</b>		
SOV1.pdf		

## Statement of Variability

TV304ST

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).