

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 - UC8177
Project Name/Number: Medicare Supplement Advertising/UC8177

Filing at a Glance

Company: United of Omaha Life Insurance Company
Product Name: Medicare Supplement Advertising - UC8177
State: Arkansas
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI: MS08I.012 Multi-Plan 2010
Filing Type: Advertisement
Date Submitted: 07/26/2012
SERFF Tr Num: MUTM-128599730
SERFF Status: Closed-Filed-Closed
State Tr Num:
State Status: Filed-Closed
Co Tr Num: SHELLY KAIPUST

Implementation
Date Requested:
Author(s): Shelly Kaipust
Reviewer(s): Stephanie Fowler (primary)
Disposition Date: 07/27/2012
Disposition Status: Filed-Closed
Implementation Date:

State Filing Description:

State: Arkansas **Filing Company:** United of Omaha Life Insurance Company
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General Information

Project Name: Medicare Supplement Advertising
 Project Number: UC8177
 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: 07/27/2012
 State Status Changed: 07/27/2012
 Created By: Shelly Kaipust
 Corresponding Filing Tracking Number:

Deemer Date:
 Submitted By: Shelly Kaipust

Filing Description:
 NAIC #: 261-69868
 FEIN #: 47-0322111
 United of Omaha Life Insurance Company
 Direct Response Mail Advertising
 Medicare Supplement Advertising
 Newspaper Ad: UC8177

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It 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,

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

Company and Contact

Filing Contact Information

Michelle Kaipust, Senior Policy Drafting and shelly.kaipust@mutualofomaha.com
 Regulatory Assistant
 Mutual of Omaha 402-351-8391 [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: \$50.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

Company	Amount	Date Processed	Transaction #
United of Omaha Life Insurance Company	\$50.00	07/26/2012	61202774

SERFF Tracking #:

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/27/2012	07/27/2012

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Disposition

Disposition Date: 07/27/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Memo of Variability	Filed-Closed	Yes
Form	Newspaper Ad	Filed-Closed	Yes

State: Arkansas **Filing Company:** United of Omaha Life Insurance Company
TOI/Sub-TOI: MS081 Individual Medicare Supplement - Standard Plans 2010/MS081.012 Multi-Plan 2010
Product Name: Medicare Supplement Advertising - UC8177
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Form Schedule

Lead Form Number: UC8177

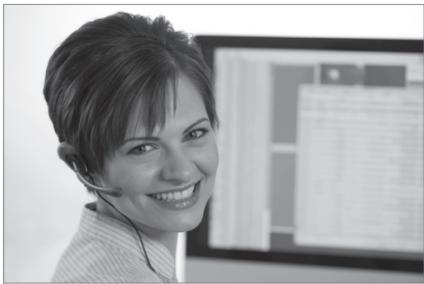
Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Filed-Closed 07/27/2012	UC8177	ADV	Newspaper Ad	Initial:	0.000	UC8177_FINAL.pdf

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

ATTENTION: Medicare Enrollees

What does VALUE mean to you?
In Medicare Supplement insurance,
you may want to consider both
PRICE and SERVICE.



**[Call me to ask any questions about how to get excellent value from a Medicare supplement insurance policy!]
[800-000-0000]**

Fortunately, combining affordably competitive rates with friendly customer service is one of the things United of Omaha Life Insurance Company does very well.

After all, a low price is only half the story when you're deciding on a Medicare supplement insurance policy. You should be sure your insurance carrier offers top customer service, too!

Service can make a big difference whenever you have QUESTIONS or CLAIMS. The service a company provides can make a real difference when it comes to something as important as your Medicare supplement insurance policy.

With automated claims processing and a tremendous customer service department, choosing us for your Medicare supplement needs may be the easiest insurance decision you'll ever make!

Please take the next step and contact us by phone or online. We'll send you easy-to-understand coverage information! [Have a question? Getting answers is easy, too! Just call us at] [800-000-0000].



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY

[800-000-0000]

[www.MedSupAd.com]

Medicare supplement insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. **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.** United of Omaha Life Insurance Company is licensed nationwide, except in NY and is solely responsible for its financial and contractual obligations. Policy forms: UM20, UM21, UM22, UM23, UM24 and UM30 or state equivalent. In NC: UM20-21719NC, UM23-21720NC, UM24-21721NC and UM30-22567NC; in OK: UM20-21746, UM23-21747, UM24-21748 and UM30-22579; in OR: UM20R-21749, UM23R-21750, UM24R-21751 and UM30R-22581; in TX: UM20-21760, UM23-21761, UM24-21762 and UM30-22587; in WA: UM20R-24091, UM23R-24092, UM24R-24093; in WI: UM25. Not all policy forms may be available in every state. For costs and further details of the coverage, including exclusions and limitations and terms under which the policy may be continued in force, see your agent (in WA: producer) or write to the company. An outline of coverage is available upon request. In some states, Medicare supplement policies are available to those eligible for Medicare due to a disability, regardless of age. In TX: If you receive Medicare benefits because of a disability, you may apply for a Medicare supplement Plan A; regardless of your age. IMPORTANT NOTICE – "A CONSUMER'S GUIDE TO HEALTH INSURANCE FOR PEOPLE ELIGIBLE FOR MEDICARE" MAY BE OBTAINED FROM YOUR LOCAL SOCIAL SECURITY OFFICE OR FROM UNITED OF OMAHA LIFE INSURANCE COMPANY.

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

This is a solicitation of insurance and a licensed agent (in WA: producer) may contact you by telephone to provide additional information.

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Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Memo of Variability	Filed-Closed	07/27/2012
Comments:			
Attachment(s):			
UC8177 MOV.pdf			

**VARIABLE MATERIAL FOR
ADVERTISING FORM: UC8177**

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

SECTION/LOCATION	EXPLANATION
1) Text under woman with headset on: On the left side of the page	One of the following statements will appear: <ol style="list-style-type: none">1. Call me to ask any questions about how to get excellent value from a Medicare supplement insurance policy2. Call now to apply!
2) Phone number under the woman with the headset on: On the left side of the page	Phone number is variable
3) Last paragraph of copy on right side of page	One of the following statements will appear: <ol style="list-style-type: none">1. Have a question? Getting answers is easy, too. Just call us at [1-800-000-0000]2. Ready to apply? Give us a call at [1-800-000-0000]
4) Phone number under logo treatment	Phone number is variable
5) Web address under logo treatment	Web address is variable. Only an approved website will be used to direct traffic to