

SERFF Tracking Number: UHLC-128495206 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number:
 Company Tracking Number: FM12-478
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/FM12-478

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-128495206 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: FM12-478

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Bobbie Walton

Disposition Date: 07/09/2012

Date Submitted: 06/20/2012

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: FM12-478

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: 07/09/2012

State Status Changed: 07/09/2012

Deemer Date:

Created By: Michelle Ambach

Submitted By: Michelle Ambach

Corresponding Filing Tracking Number: FM12-478

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 enclosed materials will be utilized with the following which were approved by the Department on 11/5/09, under State Tracking number 43459 .

Standardized Medicare Supplement Certificates: MDA 0001 – MDN 0007 (Mass Marketed)

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Standardized Medicare Select Certificate: MDSC 0008, MDSF 0009 (Mass Marketed)
Plan Benefit Tables: BT25 – BT33
BT002 ST AB, CF, KLN
BT002 ST CCSelect,
BT002 ST FFSelect
Plan Overviews: POV3, POV4
Rules & Disclosures: RD4, RD5
Premium Rate Pages: MRP0001 (Med Supp), MRP0002 (Med Select) - - (All Non-Agent Marketing Channels)
MRP0003 (Med Supp), MRP0004 (Med Select) - - (All Marketing Channels)

The following enrollment application(s) will be used with the enclosed advertising material(s) approved by the Department on 3/22/10 under State Tracking Number 44910: M02M45MMMMAR01 01B.

The definitions, disclosures, eligibility requirements, exclusions, limitations, Group Policy Form No. GRP 79171 GPS-1, as well as, the statement, "...not connected with, or endorsed by, the U.S. Government or the federal Medicare program," can be found in BA25014AR or GU25003AR which was approved by the Department on 11/3/09 under State Tracking Number 43646.

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

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Fee Explanation: 50.00X1=\$50.00
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	06/20/2012	60286885

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/09/2012	07/09/2012

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Disposition

Disposition Date: 07/09/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	SOV	Filed-Closed	Yes
Form	LETTER	Filed-Closed	Yes

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Form Schedule

Lead Form Number: LA26077STGRS

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed- Closed 07/09/2012	LA26077ST	Advertising	LETTER	Initial		45.000	LA26077STG RS.pdf

Dear [\[FULL_NAME\]](#),

Turning 65 opens up a new world of opportunities. Celebrate your birthday by taking advantage of one of them - enrolling in an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

There is a lot to consider when choosing a health insurance plan. As you enter the world of Medicare, there are a few things you should keep in mind. Medicare Parts A & B don't pay for all of your medical expenses. An AARP Medicare Supplement Plan may help you pay some or all of these out-of-pocket costs. This kit was sent to you on behalf of [\[Sample Employer\]](#) to help you find the plan that best fits your health care needs.

Why enroll in a standardized Medicare supplement plan?

- Medicare supplement plans may help reduce the costs you have to pay out of your own pockets by helping to pay some or all of the costs that Medicare doesn't pay, including co-payments and co-insurance.
- With all Medicare supplement plans, you may choose your own doctors and hospitals that accept Medicare patients; there are no networks or referrals required.
- Your coverage will travel with you when you travel or move anywhere in the U.S.
- There are no annual enrollment periods, so if your health care needs change, you may apply for a change in your coverage.

Over, Please >

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.

Wondering where to go next? Use the red tabs in this enrollment kit as a guide.

Step 1. Learn about Medicare and how it works with Medicare supplement insurance plans.

Step 2. Choose a plan that fits your health care needs and budget.

Step 3. Complete your enrollment application and mail it in with the enclosed business reply envelope.

Once you are enrolled, you will receive a Welcome Packet. Your AARP Medicare Supplement Plan ID card will arrive separately.

Have questions or need help?

If you have any questions about AARP Medicare Supplement Insurance Plans or would like help filling out the application, simply call to speak with a licensed agent/producer at [\[1-800-392-7537\]](tel:1-800-392-7537).

Sincerely,

UnitedHealthcare Insurance Company

AARP does not employ or endorse agents, brokers or producers.

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.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

This is a solicitation of insurance. An agent/producer may contact you.

Your agent/producer will provide complete information including benefits, costs, eligibility requirements, exclusions and limitations.

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: SOV	Filed-Closed	Date: 07/09/2012
Comments:		
Attachment: LA26077STGRSSOV_NoCode.pdf		

STATEMENT OF VARIABILITY

LA26077STGRS

Variable copy	Description
[FULL_NAME]	Recipient's name will be inserted.
[Sample Employer]	Employer's name will be inserted.
[1-800-392-7537]	Phone number to contact agent/producer with questions or for more information.

