

State: Arkansas **Filing Company:** Humana Insurance Company
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: 2010 & HRDHL Individual Medicare Supplement Plans
Project Name/Number: 2012 Local Marketing TV Script /AR-20-2012

Filing at a Glance

Company: Humana Insurance Company
Product Name: 2010 & HRDHL Individual Medicare Supplement Plans
State: Arkansas
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI: MS08I.012 Multi-Plan 2010
Filing Type: Advertisement
Date Submitted: 09/20/2012
SERFF Tr Num: HUMA-128695456
SERFF Status: Closed-Filed-Closed
State Tr Num:
State Status: Filed-Closed
Co Tr Num: AR-20-2012
Implementation: On Approval
Date Requested:
Author(s): Michele Zabel, Paula Williamson, Bettina Ponds, Tiffany Turner, Chi Dang, Shawn Farnsley
Reviewer(s): Stephanie Fowler (primary)
Disposition Date: 09/24/2012
Disposition Status: Filed-Closed
Implementation Date:
State Filing Description:

State: Arkansas **Filing Company:** Humana Insurance Company
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General Information

Project Name: 2012 Local Marketing TV Script

Project Number: AR-20-2012

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Tiffany Turner

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments: WI is the state of domicile.

Market Type: Individual

Individual Market Type:

Filing Status Changed: 09/24/2012

State Status Changed: 09/24/2012

Created By: Tiffany Turner

Corresponding Filing Tracking Number:

Filing Description:

Re: Humana Insurance Company, NAIC: 119, 73288, FEIN: 39-1263473

Humana Medicare Supplement Plans – TV Script

Humana Insurance Company is submitting the attached marketing material for your review and approval. We intend to utilize this material to market our individual Humana Medicare Supplement Plans in local markets. Persons eligible for Medicare comprise the target market for this advertisement. This material is a 60 second television script which will be a locally aired television advertisement.

Form: GHHHDJ8HH (TV Script)

Policy forms: ARMESM10A, ARMESM10B, ARMESM10C, ARMESM10F, ARMESM10F(HD), ARMESM10K, ARMESM10L and ARMESM10N. ARMESRDA, ARMESRDF, ARMESRDF(HD), ARMESRDK and ARMESRDN

Please contact me via SERFF, at tturner2@humana.com, or at (502)580-1570 if you have any questions or require further information relative to this filing.

Company and Contact

Filing Contact Information

Tiffany Turner, Compliance Analyst

tturner2@humana.com

500 W Main

502-580-0837 [Phone]

NCT 29

Louisville, KY 40202

Filing Company Information

Humana Insurance Company

CoCode: 73288

State of Domicile: Wisconsin

1100 Employers Boulevard

Group Code: 119

Company Type: Life & Health

Green Bay, WI 54344

Group Name:

State ID Number:

(800) 558-4444 ext. [Phone]

FEIN Number: 39-1263473

Filing Fees

Fee Required?

Yes

Fee Amount:

\$50.00

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Retaliatory? No
Fee Explanation: \$50 per filing
Per Company: No

Company	Amount	Date Processed	Transaction #
Humana Insurance Company	\$50.00	09/20/2012	62895874

SERFF Tracking #:

HUMA-128695456

State Tracking #:

Company Tracking #:

AR-20-2012

State:

Arkansas

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/24/2012	09/24/2012

SERFF Tracking #:

HUMA-128695456

State Tracking #:

Company Tracking #:

AR-20-2012

State:

Arkansas

Filing Company:

Humana Insurance Company

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Disposition

Disposition Date: 09/24/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	LK TV Spot	Filed-Closed	Yes

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Form Schedule

Lead Form Number:

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Filed-Closed 09/24/2012	GHHHDJ8HH	ADV	LK TV Spot	Initial:		GHHHDJ8HH - LK TV Spot.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

GRANDPARENTS.COM + HUMANA (Audio Only) "Trust" TV :60

SET: King is at his customary desk – shirt & tie + suspenders. Studio monitor is visible in wide shots & displays. Grandparents.com graphic rotating with Grandparents Health Plans logos and 1-800-#.

[CG: LARRY KING – on-screen a beat or two after spot opens]

Hi.... I'm Larry King.

[super: Broadcaster, Paid Endorser]

I've been a broadcaster for 40 years, so I know: Finding a company that's doing something truly new ... is tough.

But this one is.

It's a company that really cares about your health & wellness:

Grandparents.com, the ultimate resource for grandparents and a brand you can trust, has established Grandparents Health Plans and has teamed up with Humana to provide Medicare Supplemental insurance plans.

[Super: GP.com logo, Grandparents Health Plans Logo, Humana Logo, Medicare Supplement Insurance]

[Super: 800# (to be shown until end of spot)]

It's coverage you expect, at rates you deserve.

And you can choose any doctor, hospital or other provider that accepts Medicare – anywhere in the U.S. & Puerto Rico! Without referrals for specialists!

[Super: Choose any doctor, hospital or other provider]

So call this number to speak to one of our licensed agents who will help you learn about the Humana Medicare Supplement plans. I know you'll be glad you did...

Call if you just turned 65 and call even if you've already got Medicare Supplement coverage. You may be able to switch! It's easy, and you can keep your own doctor, hospital & specialists or not! It's your choice.

So call now.

Or... if you've got questions, send an e-mail to Larry@Grandparents.com and ask!

I do know a thing or two about asking questions!

[Super: LARRY@GRANDPARENTS.COM -- 800 NUMBER REMAINS ON-SCREEN]

Disclaimer

Not connected with or endorsed by the U.S. government or the federal Medicare program.

Insured by Humana Insurance Company or HumanaDental Insurance Company. Medicare Supplement insurance is available to those enrolled in Parts A and B of Medicare due to age and is also available in some states to under 65 disabled Medicare recipients. Coverage is guaranteed renewable and can only be cancelled for non-payment of premiums or material misrepresentation. Coverage is limited to Medicare-eligible expenses. Benefits vary by plan and the premium will vary with the amount of benefits selected. Depending on the plan chosen you may be responsible for deductibles and coinsurance before benefits are payable. These policies have exclusions and limitations; please call your agent/producer or Humana for complete details of coverage or costs. Policy form series MESM10, MESRD or state equivalent.

The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent/producer or insurance company.

GHHHDJ8HH