

**State:** Arkansas **Filing Company:** UnitedHealthcare Insurance Company  
**TOI/Sub-TOI:** MS08G Group Medicare Supplement - Standard Plans 2010/MS08G.001 Plan A 2010  
**Product Name:** GROUP MEDICARE SUPPLEMENT PLANS  
**Project Name/Number:** ADVERTISING /FM12-635

## Filing at a Glance

Company: UnitedHealthcare Insurance Company  
Product Name: GROUP MEDICARE SUPPLEMENT PLANS  
State: Arkansas  
TOI: MS08G Group Medicare Supplement - Standard Plans 2010  
Sub-TOI: MS08G.001 Plan A 2010  
Filing Type: Advertisement  
Date Submitted: 08/30/2012  
SERFF Tr Num: UHLC-128665224  
SERFF Status: Closed-Filed-Closed  
State Tr Num:  
State Status: Filed-Closed  
Co Tr Num: FM12-635  
Implementation: On Approval  
Date Requested:  
Author(s): Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton, Lisa Muhammad  
Reviewer(s): Stephanie Fowler (primary)  
Disposition Date: 09/05/2012  
Disposition Status: Filed-Closed  
Implementation Date:  
State Filing Description:

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### General Information

Project Name: ADVERTISING Status of Filing in Domicile: Not Filed  
 Project Number: FM12-635 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: 09/05/2012  
 State Status Changed: 09/05/2012 Deemer Date:  
 Created By: Bobbie Walton Submitted By: Lisa Muhammad  
 Corresponding Filing Tracking Number: FM12-635

**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.

The Business Reply Card - CA25227STBRC - that will be used with the advertisement is also attached for your review.

Final production of CA25227ST will show the component number on the bottom left hand corner of the advertisement.

### Company and Contact

**Filing Contact Information**

Cheryl Gomez, Compliance Manager cheryl\_l\_gomez@uhc.com  
 680 BLAIR MILL RD 215-902-8452 [Phone]  
 Horsham, PA 19044

**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 X 2 = \$100.00  
 Per Company: No

Company	Amount	Date Processed	Transaction #
UnitedHealthcare Insurance Company	\$100.00	08/30/2012	62166770

SERFF Tracking #:

UHLC-128665224

State Tracking #:

Company Tracking #:

FM12-635

State:

Arkansas

Filing Company:

UnitedHealthcare Insurance Company

TOI/Sub-TOI:

MS08G Group Medicare Supplement - Standard Plans 2010/MS08G.001 Plan A 2010

Product Name:

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/05/2012	09/05/2012

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## Disposition

Disposition Date: 09/05/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	STATEMENT OF VARIABILITY	Filed-Closed	Yes
Form	SELF MAILER	Filed-Closed	Yes
Form	BUSINESS REPLY CARD	Filed-Closed	Yes

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## Form Schedule

### Lead Form Number: CA25227ST

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Filed-Closed 09/05/2012	CA25227ST	ADV	SELF MAILER	Initial:	45.000	CA25227ST_NOBRC.pdf
2	Filed-Closed 09/05/2012	CA25227STBR C	ADV	BUSINESS REPLY CARD	Initial:	45.000	CA25227STBRC.pdf

### Form Type Legend:

<b>ADV</b>	Advertising	<b>AEF</b>	Application/Enrollment Form
<b>CER</b>	Certificate	<b>CERA</b>	Certificate Amendment, Insert Page, Endorsement or Rider
<b>DDP</b>	Data/Declaration Pages	<b>FND</b>	Funding Agreement (Annuity, Individual and Group)
<b>MTX</b>	Matrix	<b>NOC</b>	Notice of Coverage
<b>OTH</b>	Other	<b>OUT</b>	Outline of Coverage
<b>PJK</b>	Policy Jacket	<b>POL</b>	Policy/Contract/Fraternal Certificate
<b>POLA</b>	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	<b>SCH</b>	Schedule Pages



CA252275T

Want predictable office visit co-pays and the freedom to see any doctor who accepts Medicare patients?  
 If you're on a budget, Medicare supplement Plan N may be right for you.

<Recipient Name>  
 <Recipient Address>  
 <Recipient City>, <State> <Zip>

AARP Medicare Supplement Insurance Plans  
 Insured by UnitedHealthcare Insurance Company  
 P.O. Box 1017  
 Montgomeryville, PA 18936-1017

**AARP** | Medicare Supplement Plans  
 Insured by UnitedHealthcare  
 Insurance Company

PRSRST STD  
 U.S. POSTAGE  
**PAID**  
 UNITEDHEALTHCARE

Consider an  
 affordable  
 Medicare  
 supplement  
 Plan N.

## Discover a Medicare supplement Plan N. It could be a good fit.

Plan N is different from all the other Medicare supplement plans. It is the only plan of its type to have predictable office visit co-pays normally associated with plans like HMOs, but allows you to continue to SEE ANY DOCTOR who accepts Medicare patients. And you don't have the hassle of networks, referrals or getting permission to see a specialist. You'll always know what it will cost when you go to the doctor – an office visit co-pay of up to \$20 once you satisfy the Medicare Part B deductible (currently [\$140] a year).

### This plan was designed with people like you in mind.

People who want the freedom of a standardized Medicare supplement plan, a stable plan structure that won't change from year to year and cost-sharing, like predictable office visit co-pays, to help reduce monthly premiums.

This insurance also helps pay some of the out-of-pocket costs Medicare doesn't, like the [\$1,156] Part A deductible.



To find out more about AARP Medicare Supplement Insurance, call a licensed agent/producer today.

### Competitive pricing from the only Medicare supplement plans that carry the AARP name.

AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York for NY residents), offer competitive pricing on Plan N. Call to find out now if this plan is right for you and your wallet!

**[1-877-539-2857]** (TTY: 711)

Monday to Friday, 7 a.m. to 11 p.m.;  
Saturday 9 a.m. to 5 p.m. EST



Like us on Facebook.

[www.facebook.com/AARPMedicareSupplement](http://www.facebook.com/AARPMedicareSupplement)



**Medicare Supplement Plans**  
insured by **UnitedHealthcare Insurance Company**

### Consider an AARP Medicare Supplement Insurance Plan today.

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 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.**

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

Fill out and return the attached reply card or call the above number now to find out if this is the right type of plan for you!

# YES!

Please send me complete information about AARP Medicare Supplement Insurance Plan N, including benefits, costs, eligibility requirements, exclusions and limitations. **Or call [1-877-539-2857], code [XXX].**

[Sample A. Sample]

[123 Any Street]

[Anytown USA 12345-1234]

Date of Birth \_\_\_/\_\_\_/\_\_\_\_\_

Phone \_\_\_\_\_

Medicare (Part B)

E-mail Address \_\_\_\_\_

Effective Date \_\_\_/\_\_\_/\_\_\_\_\_

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

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents).

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

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

CA25227STBRC

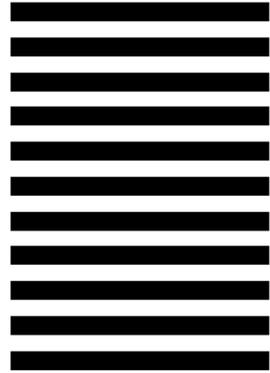


**Medicare Supplement Plans**

insured by **UnitedHealthcare  
Insurance Company**



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO.45 LEHIGH VALLEY, PA

POSTAGE WILL BE PAID BY ADDRESSEE

**UNITEDHEALTHCARE  
INSURANCE COMPANY  
PO BOX 25601  
LEHIGH VALLEY PA 18003-9905**



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## Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	STATEMENT OF VARIABILITY	Filed-Closed	09/05/2012
Comments:			
Attachment(s):			
CA25227STSOV_nocode.pdf			

## STATEMENT OF VARIABILITY

**Component:** CA25227ST

Variable	Description
[Sample A. Sample] [123 Any Street] [Anytown, USA 12345-1234]	Recipient's name and address.
[\$140]	Medicare Part B deductible
[\$1,156]	Medicare Part A Hospital deductible.
[1-877-539-2857], code [xxx]	Contact number and internal code for further information. Telephone number/code may change with each mail date. (Different phone numbers/codes are used internally in order to track consumer response rates.)

**Component:** CA25227STBRC

Variable	Description
[Sample A. Sample] [123 Any Street] [Anytown, USA 12345-1234]	Recipient's name and address.
[1-877-539-2857], code [xxx]	Contact number and internal code for further information. Telephone number/code may change with each mail date. (Different phone numbers/codes are used internally in order to track consumer response rates.)