

**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  
**Project Name/Number:** ADVERTISING/FM12-649

## Filing at a Glance

Company: UnitedHealthcare Insurance Company  
Product Name: GROUP MEDICARE SUPPLEMENT  
State: Arkansas  
TOI: MS08G Group Medicare Supplement - Standard Plans 2010  
Sub-TOI: MS08G.001 Plan A 2010  
Filing Type: Advertisement  
Date Submitted: 09/11/2012  
SERFF Tr Num: UHLC-128679428  
SERFF Status: Closed-Filed-Closed  
State Tr Num:  
State Status: Filed-Closed  
Co Tr Num: FM12-649  
Implementation: On Approval  
Date Requested:  
Author(s): Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton, Lisa Muhammad  
Reviewer(s): Stephanie Fowler (primary)  
Disposition Date: 09/20/2012  
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: FM12-649                       | 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: 09/20/2012              |   |
| State Status Changed: 09/20/2012               | Deemer Date:                            |
| Created By: Bobbie Walton                      | Submitted By: Lisa Muhammad             |
| Corresponding Filing Tracking Number: FM12-649 |   |

**Filing Description:**

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is substantially similar in content to advertising previously approved by the Department on 5/2/2012 under SERFF Tracking Number UHLC-128310972.

The Business Reply Card CA25198STBRC (5-12) that will be used with the advertisement is also attached for your review.

Final production of CA25198ST (5-12) 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: | \$50.00 X 2 = \$100.00 |
| Per Company:     | No                     |

| Company                            | Amount   | Date Processed | Transaction # |
|------------------------------------|----------|----------------|---------------|
| UnitedHealthcare Insurance Company | \$100.00 | 09/11/2012     | 62582527      |

SERFF Tracking #:

UHLC-128679428

State Tracking #:

Company Tracking #:

FM12-649

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Arkansas

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UnitedHealthcare Insurance Company

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

Product Name:

GROUP MEDICARE SUPPLEMENT

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ADVERTISING/FM12-649

## Correspondence Summary

### Dispositions

| Status       | Created By       | Created On | Date Submitted |
|--------------|------------------|------------|----------------|
| Filed-Closed | Stephanie Fowler | 09/20/2012 | 09/20/2012     |

SERFF Tracking #:

UHLC-128679428

State Tracking #:

Company Tracking #:

FM12-649

State:

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ADVERTISING/FM12-649

## Disposition

Disposition Date: 09/20/2012

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         | No            |
| Form                | SELF MAILER              | Filed-Closed         | No            |
| Form                | BUSINESS REPLY CARD      | Filed-Closed         | No            |

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## Form Schedule

### Lead Form Number: CA25198ST (5-12)

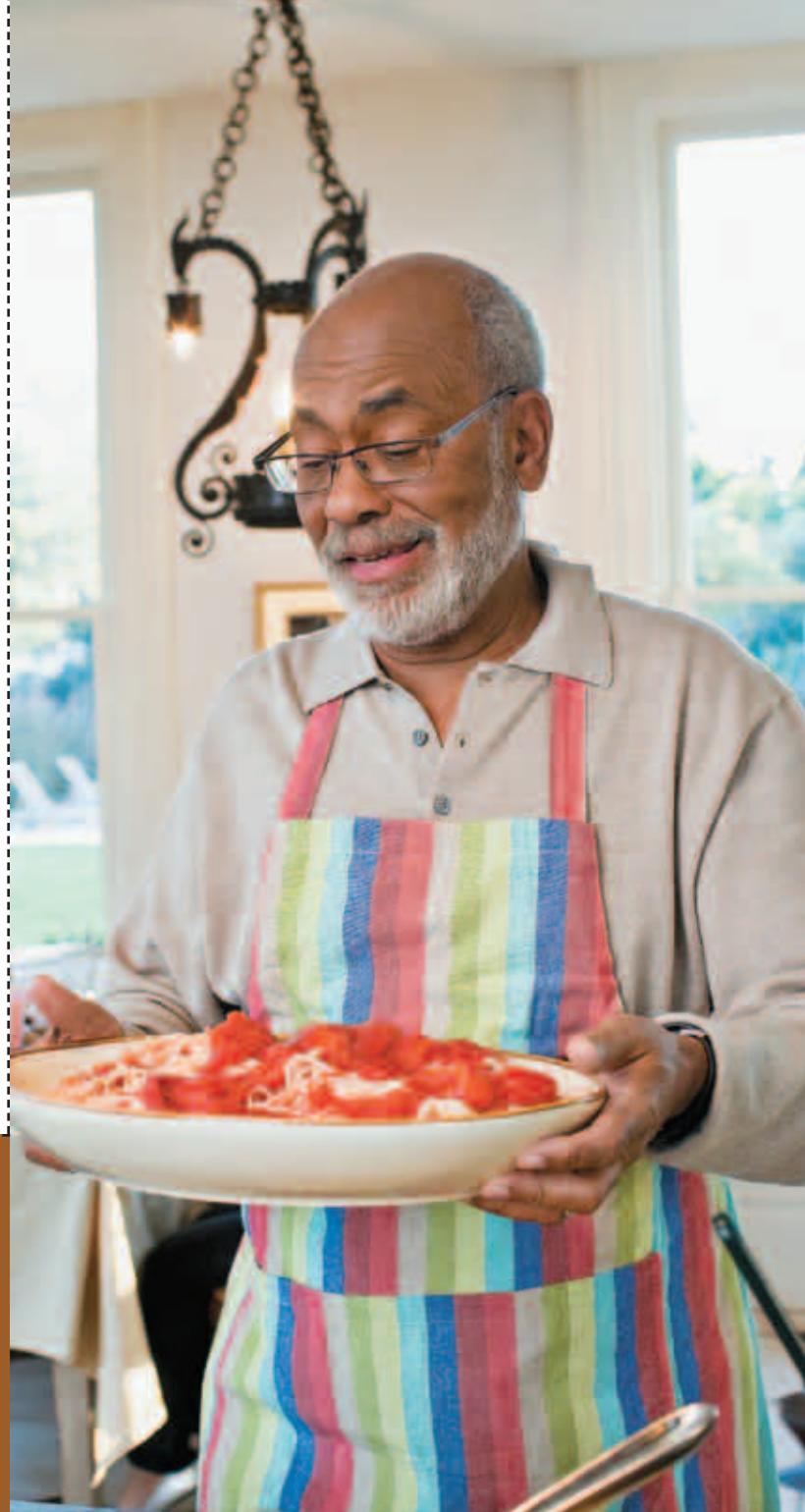
| Item No. | Schedule Item Status       | Form Number          | Form Type | Form Name           | Action/ Action Specific Data | Readability Score | Attachments                |
|----------|----------------------------|----------------------|-----------|---------------------|------------------------------|-------------------|----------------------------|
| 1        | Filed-Closed<br>09/20/2012 | CA25198ST (5-12)     | ADV       | SELF MAILER         | Initial:                     | 45.000            | CA25198ST (5-12)_noBRC.pdf |
| 2        | Filed-Closed<br>09/20/2012 | CA25198STBR C (5-12) | ADV       | BUSINESS REPLY CARD | Initial:                     | 45.000            | CA25198STBRC(5-12).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   |

Call [1-800-523-5800]

to speak to a licensed insurance agent/  
producer. Mention code [xxx] or mail  
this postage-paid card today.



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

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

Maybe you've requested information before.  
Now is the perfect time to take a fresh look  
at the only Medicare supplement insurance plans  
that carry the AARP name.

See Details Inside...

CA25198ST (5-12)

PRSRT STD  
U.S. POSTAGE  
PAID  
UNITEDHEALTHCARE

[Sample A. Sample]  
[123 Any Street]  
[Apt. 1A]  
[Anytown, USA 12345-1234]

It's my special twist that  
makes it her favorite | GO LONG™



## Take a fresh look at AARP Medicare Supplement Insurance Plans

Are you shopping around for a new plan to help pay for some of what Medicare doesn't? Or looking for a plan that allows you to choose any doctor or hospital that accepts Medicare patients?

A standardized Medicare supplement plan could help. Call today to rediscover AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York, for New York residents), the only plans of their kind to carry the AARP name.

### Competitive Rates Are Available Now!

Your money and your retirement savings are important to you. You want to spend them on other things instead of paying out-of-pocket costs for some of the things that Medicare alone doesn't pay. That's what a Medicare supplement plan is for. Learn more about how a plan like this may meet your needs and budget.

With these competitively priced rates, there's no better time than now to take another look at AARP Medicare Supplement Insurance Plans.

\*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.

## Savor all the advantages of a Medicare supplement insurance plan!

- ▶ **Coverage You Need:** Benefits to pay some of the costs that Medicare doesn't pay.
- ▶ **No Network Restrictions:** Go to any doctor or specialist who accepts Medicare patients.
- ▶ **Guaranteed Coverage for Life:** As long as you pay your premiums when due and do not misstate one or more material facts when you apply for this plan.

### PLUS, with an AARP Medicare Supplement Plan, you'll also get:

- ▶ **Endorsement by AARP\***  
These are the only plans of this type endorsed by AARP, the organization dedicated to improving the lives of Americans age 50 and older.
- ▶ **Great Customer Service and Plan Satisfaction<sup>†</sup>:**
  - 94% of surveyed planholders are satisfied with their AARP Medicare Supplement Plan.
  - 95% of customers surveyed who have reached out to customer service are satisfied with the courtesy and professionalism of the representative.

<sup>†</sup> From a report prepared for UnitedHealthcare Insurance Company by GfK Custom Research NA, "Medicare Supplement Plan Satisfaction Posted Questionnaire," 3/21/12, www.uhcmstats.com, or call 1-800-523-5800 to request a copy of the full report.

## Take a fresh look

Talk to a licensed insurance agent/  
producer today.

Call [1-800-523-5800]  
code [XXX], 711 for TTY

Monday to Friday, 7 a.m. to 11 p.m.; Saturday, 9 a.m. to 5 p.m.  
EST; or mail the attached information request card for more  
information



Visit [GoLong.com]



Find us on Facebook

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). AARP Medicare Supplement Plans may be available to Medicare beneficiaries under age 65 in some states.

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

**This is a solicitation of insurance. A licensed 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.

Call [1-800-523-5800]

Mention code [xxx] or mail this  
postage-paid card today for  
more information.

# Information Request Card

**YES!** Please send me information about AARP Medicare Supplement Insurance Plans, including benefits, costs, eligibility requirements, exclusions and limitations. Or call a licensed insurance agent/producer at **[1-800-523-5800]**, code **[xxx]**.

[Sample A. Sample]  
[123 Any Street]  
[Apt. 1A]  
[Anytown, USA 12345-1234]

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

Medicare (Part B) Effective Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_

Phone \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

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

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

Insured by UnitedHealthcare Insurance Company (UnitedHealthcare Insurance Company of New York 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.**



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

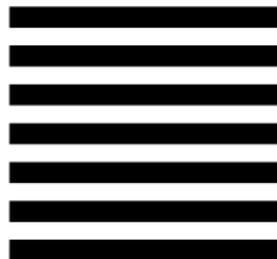


NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**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 | 09/20/2012   |
| Comments:         |                          |              |              |
| Attachment(s):    |                          |              |              |
| SOV NO Code.pdf   |                          |              |              |

## STATEMENT OF VARIABILITY

**Component:** CA25198ST (5-12)

| Variable   | Description  |
|--|--|
| [Sample A. Sample]<br>[123 Any Street]<br>[Apt. 1A]<br>[Anytown, USA 12345-1234] | Recipient's name and address.  |
| Call [1-800-523-5800]<br>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.) |
| Visit [GoLong.com]   | Website URL.   |

**Component:** CA25198STBRC (5-12)

| Variable   | Description  |
|--|--|
| [Sample A. Sample]<br>[123 Any Street]<br>[Apt. 1A]<br>[Anytown, USA 12345-1234] | Recipient's name and address.  |
| [1-800-523-5800], 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.) |