

**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 Individual Medicare Supplement Plans  
**Project Name/Number:** 2013 Extra Services Flyer/AR-01-2013

## Filing at a Glance

Company: Humana Insurance Company  
Product Name: 2010 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: 01/21/2013  
SERFF Tr Num: HUMA-128859583  
SERFF Status: Closed-Filed-Closed  
State Tr Num:  
State Status: Filed-Closed  
Co Tr Num: AR-01-2013  
Implementation: On Approval  
Date Requested:  
Author(s): Michele Zabel, Paula Williamson, Bettina Ponds, Tiffany Turner, Chi Dang, Shawn Farnsley, Steve Polio  
Reviewer(s): Stephanie Fowler (primary)  
Disposition Date: 01/28/2013  
Disposition Status: Filed-Closed  
Implementation Date:  
State Filing Description:

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## General Information

Project Name: 2013 Extra Services Flyer	Status of Filing in Domicile: Not Filed
Project Number: AR-01-2013	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments: Wisconsin is our state of domicile
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 01/28/2013
	State Status Changed: 01/28/2013
Deemer Date:	Created By: Tiffany Turner
Submitted By: Tiffany Turner	Corresponding Filing Tracking Number:

**Filing Description:**  
 Re: Humana Insurance Company, NAIC: 119, 73288, FEIN: 39-1263473  
 GNHHG9JHH - Extra Services Flyer

Humana Insurance Company is submitting the attached marketing material for your review and approval. We intend to utilize this flyer to market individual Medicare supplement insurance plans. This flyer will be provided to a prospective customer during discussion with a licensed agent about available Humana Medicare Supplement Plans.

Form: GNHHG9JHH (Extra Services Flyer)

Policy forms series marketed: MESM10, MESRD and HHL.

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	502-580-1570 [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
Retaliatory?	No
Fee Explanation:	\$50 per advertisement

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Per Company: No

Company	Amount	Date Processed	Transaction #
Humana Insurance Company	\$50.00	01/21/2013	66721515

SERFF Tracking #:

HUMA-128859583

State Tracking #:

Company Tracking #:

AR-01-2013

State:

Arkansas

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	01/28/2013	01/28/2013

SERFF Tracking #:

HUMA-128859583

State Tracking #:

Company Tracking #:

AR-01-2013

State:

Arkansas

Filing Company:

Humana Insurance Company

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## Disposition

Disposition Date: 01/28/2013

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Extra Services Flyer	Filed-Closed	Yes

State: Arkansas

Filing Company:

Humana Insurance Company

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## Form Schedule

### Lead Form Number:

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1	Filed-Closed 01/28/2013	Extra Services Flyer	GNHHG9JH H	ADV	Initial			GNHHG9JHH - Extra Services Flyer (Non-HV).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

# Humana Medicare Supplement Insurance Plans

## Take a look at the extra discounts and services waiting for you



As a Humana Medicare Supplement policyholder, you get access to additional services and discounts at no extra cost to you.\* They're designed to help keep you fit and manage your health.

### Helping you feel your best

- **Humana Active Outlook®**. Find out how to live a healthier, happier life with this award-winning program. No matter what your personal health goals are, this health and wellness education program can help through publications, a website, local classes, and online Classes to Go.
- **SilverSneakers® Fitness Program**. You receive a basic fitness center membership that lets you use the equipment at any participating SilverSneakers fitness center. You can take part in group exercise classes and work with trained advisors to develop your own exercise plan. A personalized fitness program, SilverSneakers® Steps, is available if you can't get to a SilverSneakers location.
- **QuitNet®**. Smoking cessation program offers expert advice and support to help tobacco users quit and stay tobacco-free. It includes online or telephone tips, 24-hour Web support, phone coaching, and a printed guide.
- **Well Dine®**. You may get [10] nutritious, precooked frozen meals delivered to your door after an overnight stay in a hospital or nursing facility. To arrange for this no-cost service, simply call a phone number after discharge and give your Humana identification number and other basic information.

\* The programs and services described are not insurance and are neither contractually offered nor guaranteed under Humana Medicare Supplement insurance policies. They may be provided by a third party, discontinued at any time, and are subject to geographic availability.

### Discounts on services for you

- **Vision care**. Save with providers in EyeMed's Select network with more than [52,000] retail locations including [LensCrafters®, Pearle Vision®, Sears Optical, Target Optical, and JCPenney Optical.] Get discounts on exams, frames, lenses, contacts, and more.
- **Prescription medicine**. Get discounts on some medicines at the drug store. Just show your Humana ID card at a participating pharmacy when you buy noncovered prescriptions. The amount of discount depends on the medicine you buy.
- **Hearing aids and services**. Available through [HearUSA, TruHearing, and Beltone.®]

**Humana**®



## Extras to manage your health

- **HumanaFirst® Nurse Advice Line.** Speak with a registered nurse about illnesses or injuries anytime just by making a toll-free call 24 hours a day, seven days a week. The nurse will address your health concerns and answer questions about medical conditions.
- **MyHumana personal website.** Log in to your secure website for details about your plan benefits and claims. View lots of health tips and resources.
- **MyHumana mobile app and website.** To access your information when you're on the go, log in to your secure mobile website or download our iPhone or Android app to review your plan benefits and claims, and much more.



Live life more fully with all the extras available as a Humana Medicare Supplement policyholder.

**Call [1-888-310-8482] to speak to a licensed agent.**

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

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

Insured by Humana Insurance Company, Humana Insurance Company of Kentucky, HumanaDental Insurance Company, Humana Health Benefit Plan of Louisiana, Inc., or Humana Health Insurance Company of Florida, Inc.

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 limited to Medicare-eligible expenses. These policies have exclusions and limitations; please call your agent or Humana for complete details of coverage and costs. Humana can cancel your policy only for nonpayment of premium or material misrepresentation. Policy form series MESM10, MESRD, MESH1 or state equivalent.