

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/TV306ST

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: 12/12/2012
SERFF Tr Num: UHLC-128805460
SERFF Status: Closed-Filed-Closed
State Tr Num:
State Status: Filed-Closed
Co Tr Num: TV306ST

Implementation
Date Requested:
Author(s): Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton, Lisa Muhammad
Reviewer(s): Stephanie Fowler (primary)
Disposition Date: 01/09/2013
Disposition Status: Filed-Closed
Implementation Date:

State Filing Description:

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

Project Name: ADVERTISING	Status of Filing in Domicile: Not Filed
Project Number: TV306ST	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: 01/09/2013	
State Status Changed: 01/09/2013	Deemer Date:
Created By: Michelle Ambach	Submitted By: Lisa Muhammad
Corresponding Filing Tracking Number: TV306ST	

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.

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	12/12/2012	65670707

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	01/09/2013	01/09/2013

SERFF Tracking #:

UHLC-128805460

State Tracking #:

Company Tracking #:

TV306ST

State:

Arkansas

Filing Company:

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TOI/Sub-TOI:

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

Product Name:

GROUP MEDICARE SUPPLEMENT

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Disposition

Disposition Date: 01/09/2013

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	TELEVISION AD	Filed-Closed	Yes
Form	TELEVISION AD	Filed-Closed	Yes

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Form Schedule

Lead Form Number: TV306ST

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1	Filed-Closed 01/09/2013	TELEVISION AD	TV306ST	ADV	Initial		45.000	TV306ST.pdf
2	Filed-Closed 01/09/2013	TELEVISION AD	TV307ST	ADV	Initial		45.000	TV307ST.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

VIDEO

AUDIO

1. OPEN ON COUPLE IN CAR.
MAN IS DRIVING, HIS WIFE IN
PASSENGER SEAT.

COMPONENT CODE:
TV306ST

WOMAN: Honey, we need to talk.

MAN: We do? I took the trash out.

WOMAN: I think we should get a Medicare Supplement insurance
plan.

2. CLOSE UP OF MAN AS HE
REACTS.

MAN: Right now?

3. CUT TO CIRCLE GRAPHIC.
SUPER:
Medicare only covers 80%
Part B medical expenses

Announcer Voice Over (ANNCR VO): Whether you're new to
Medicare or not, you may know it only covers about 80% of your
Part B medical expenses.

4. CONTINUE GRAPHIC AS CIRCLE
FILLS TO FULL COLOR
SUPER:
You pay the difference

It's up to you to pay the difference.

VIDEO

AUDIO

5. CUT TO AARP Med Supp Logo
LEGAL SUPER:
AARP Medicare Supplement Insurance Plans, 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.
- LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
TTY: 711
Call Now For Free Guide
6. CUT BACK TO COUPLE IN CAR
- LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
Toll-Free
AARP Med Supp logo
7. CONTINUE ON COUPLE
LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
[GoLong.com]
AARP Med Supp logo
8. CUT TO SUPERS:
Choose any doctor or hospital
No network restrictions
LOWER THIRD SUPER
CONTINUES
- So think about an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.
- Like all standardized Medicare supplement plans, they help cover some of what Medicare doesn't pay.
- WOMAN:** I did a little research. With a Medicare supplement plan, you'll be able to stay with your doctor.
- MAN:** You know I love that guy.
- ANNCR VO:** These types of plans let you visit any doctor or hospital that accepts Medicare patients. And, there are no networks.

VIDEO

AUDIO

9. CUT TO MAN
LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
TTY: 711
Call Now For Free Guide
10. CAMERA PULLS OUT AS
WOMAN REACTS
LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
Toll-Free
Call Now For Free Guide
11. CUT TO DECISION GUIDE
SUPER:
Call now for a free guide
- LEGAL SUPER:
**Not connected with or endorsed by the
U.S. federal Medicare program.**
- This is a solicitation of insurance. A
licensed agent/producer may contact you.**
- LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
Toll-Free
AARP Med Supp logo
12. CUT BACK TO COUPLE IN CAR.
LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
[GoLong.com]
AARP Med Supp logo

MAN: Is this a one-size-fits-all kind of thing?

WOMAN: No, there are lots of plan options. It all depends on what we need. And how much we want to spend.

ANNCR VO: Call now to request your free Decision Guide. It could help you find an AARP Medicare Supplement Plan that's right for you.

MAN: What happens when we travel?

WOMAN: The plans go with us. Anywhere in the country.

MAN: I like that.

VIDEO

AUDIO

13. CONTINUE ON COUPLE

LEGAL SUPER:

From a report prepared for UnitedHealthcare Insurance Company by ORC International, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," March 2012, www.uhcmedsupstats.com or call 1-800-523-5800 to request a copy of the full report.

LOWER THIRD SUPER:

[1-XXX-XXX-XXXX]

[GoLong.com]

Call Now For Free Guide

14. CUT TO CAR DRIVING DOWN THE ROAD. THEIR KAYAK IS ATTACHED TO THE TOP.

LEGAL SUPER CONTINUES

LOWER THIRD SUPER:

[1-XXX-XXX-XXXX]

Toll-Free

AARP Med Supp logo

WOMAN: You know what else? UnitedHealthcare Insurance Company has years and years of experience. What do you say?

MAN: I'm in.

ANNCR VO: Join the millions already enrolled in the only Medicare supplement insurance...

VIDEO

AUDIO

15. CAR CONTINUES DOWN THE ROAD. WE SEE COUPLE INSIDE.

LEGAL SUPER:

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.

LOWER THIRD SUPER CONTINUES

16. CUT TO SUPER:
Medicare Supplement Plans help cover what Medicare doesn't

LEGAL SUPER CONTINUES

LOWER THIRD SUPER:

[1-XXX-XXX-XXXX]

[GoLong.com]

Call Now For Free Guide

17. SUPER:
Save in out-of-pocket costs

LEGAL SUPER:

You must be an AARP member to enroll.

LOWER THIRD SUPER:

[1-XXX-XXX-XXXX]

[GoLong.com]

plans endorsed by AARP.

Remember, all Medicare supplement plans help cover some of what Medicare doesn't pay.

And could really save you in out-of-pocket medical costs.

VIDEO

AUDIO

18. SUPER:
Choose your doctor or hospital
Low or no copays
- LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
[GoLong.com]
AARP Med Supp logo
19. CUT TO COUPLE CARRYING
THEIR KAYAK BY THE LAKE.
- LOWER THIRD SUPER
CONTINUES.
20. CUT TO DECISION GUIDE
SUPER:
Call now for a free guide
- LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
TTY: 711
[GoLong.com]
AARP Med Supp logo
- LEGAL SUPER:
Call a licensed insurance agent/producer at
the toll-free number shown in this
advertisement for complete information
including benefits, costs, eligibility
requirements, exclusions and limitations.

You'll be able to choose your own doctor or hospital as long as they accept Medicare patients. And with these plans, there could be low or no copays.

WOMAN: You do your push-ups today?

MAN: Prepare to be amazed.

ANNCR VO: Don't wait. Call today to request your free Decision Guide and find...

VIDEO

AUDIO

21. CUT TO AARP Med Supp Logo
SUPER:
Go Long

LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
TTY: 711
[GoLong.com]
Call Now For Free Guide

COMPONENT CODE:
TV306ST

the AARP Medicare Supplement Plan to go the distance with you.
Go long.

VIDEO

AUDIO

1. OPEN ON COUPLE IN CAR.
MAN IS DRIVING, HIS WIFE IN
PASSENGER SEAT.

COMPONENT CODE:
TV307ST

2. CLOSE UP OF MAN AS HE
REACTS.

3. CUT TO CIRCLE GRAPHIC.
SUPER:
Medicare only covers 80%
Part B medical expenses

LEGAL SUPER:
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intellectual property. These fees are used for
the general purposes of AARP. AARP and
its affiliates are not insurers.

4. CONTINUE GRAPHIC AS CIRCLE
FILLS TO FULL COLOR
SUPER:
You pay the difference

WOMAN: Honey, we need to talk.

MAN: We do? I took the trash out.

WOMAN: I think we should get a Medicare Supplement insurance
plan.

MAN: Right now?

Announcer Voice Over (ANNCR VO): Whether you're new to
Medicare or not, you may know it only covers about 80% of your
Part B medical expenses.

It's up to you to pay the difference.

VIDEO

AUDIO

5. CUT TO AARP Med Supp Logo
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LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
TTY: 711
Call Now For Free Guide

6. CUT BACK TO COUPLE IN CAR

LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
Toll-Free
AARP Med Supp logo

7. CONTINUE ON COUPLE
SUPER:
Save in out-of-pocket costs

LEGAL SUPER:
You must be an AARP member to enroll.

LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
[GoLong.com]
AARP Med Supp logo

So think about an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

Like all standardized Medicare supplement plans, they help cover some of what Medicare doesn't pay.

And could really save you in out-of-pocket medical costs. Call now.

VIDEO

AUDIO

8. CUT BACK TO COUPLE IN CAR

LOWER THIRD SUPER
CONTINUES

9. CUT TO SUPERS:
Choose any doctor or hospital
No network restrictions

LEGAL SUPER:
**Not connected with or endorsed by the
U.S. federal Medicare program.**

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

LOWER THIRD SUPER CONTINUES

10. CUT TO COUPLE CARRYING
THEIR KAYAK BY THE LAKE

LOWER THIRD SUPER:
[1-XXX-XXX-XXXX]
[GoLong.com]
AARP Med Supp logo

WOMAN: With a Medicare supplement plan, you'll be able to stay with your doctor...

MAN: You know I love that guy.

ANNCR VO: These types of plans let you visit any doctor or hospital that accepts Medicare patients. And, there are no networks.

WOMAN: You do your push-ups today?

MAN: Prepare to be amazed.

VIDEO

AUDIO

11. CUT TO DECISION GUIDE

SUPER:

Call now for a free guide

LEGAL SUPER:

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

LOWER THIRD SUPER:

[1-XXX-XXX-XXXX]

TTY:711

[GoLong.com]

AARP Med Supp logo

12. CUT TO AARP Med Supp Logo

SUPER:

Go Long

LOWER THIRD SUPER:

[1-XXX-XXX-XXXX]

TTY:711

[GoLong.com]

Call Now for Free Guide

COMPONENT CODE:

TV307ST

ANNCR VO: Don't wait. Call today to request your free Decision Guide and find...

the AARP Medicare Supplement Plan to go the distance with you.
Go long.

SERFF Tracking #:

UHLC-128805460

State Tracking #:

Company Tracking #:

TV306ST

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:

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Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	STATEMENT OF VARIABILITY	Filed-Closed	01/09/2013
Comments:			
Attachment(s):			
SOV.pdf			

Statement of Variability

TV306ST, TV307ST

Variable	Description
[GoLong.com]	This URL may change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info). The URL may or may not appear depending on where/when the ad is used.

Variable	Description
[1-8XX-XXX-XXXX]	The phone # will change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).