

**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 /FM13-019

## 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: 01/16/2013  
SERFF Tr Num: UHLC-128851926  
SERFF Status: Closed-Filed-Closed  
State Tr Num:  
State Status: Filed-Closed  
Co Tr Num: FM13-019  
Implementation: On Approval  
Date Requested:  
Author(s): Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton, Lisa Muhammad  
Reviewer(s): Stephanie Fowler (primary)  
Disposition Date: 01/17/2013  
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: FM13-019	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: 01/17/2013	
State Status Changed: 01/17/2013	Deemer Date:
Created By: Michelle Ambach	Submitted By: Lisa Muhammad
Corresponding Filing Tracking Number: FM13-019	

### 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 - CA25258STBRC - that will be used with the advertisement is also attached for your review.

Final production of the enclosed advertising 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	01/16/2013	66615202

SERFF Tracking #:

UHLC-128851926

State Tracking #:

Company Tracking #:

FM13-019

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

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	01/17/2013	01/17/2013

SERFF Tracking #:

UHLC-128851926

State Tracking #:

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State:

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## Disposition

Disposition Date: 01/17/2013

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	SELF MAILER	Filed-Closed	Yes
Form	BUSINESS REPLY CARD	Filed-Closed	Yes

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## Form Schedule

### Lead Form Number: CA25258ST

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1	Filed-Closed 01/17/2013	SELF MAILER	CA25258ST	ADV	Initial		45.000	CA25258ST_noBR C.pdf
2	Filed-Closed 01/17/2013	BUSINESS REPLY CARD	CA25258ST BRC	ADV	Initial		45.000	CA25258STBRC.p df

### 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



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

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

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

**As an AARP member,  
you're eligible for competitive rates and more.**

Open here for details.



[John Q. Lasername]  
[123 Any Street]  
[Apt. 1A]  
[Anytown, PA 12345-1234]

CA25258ST

**Get competitive  
group rates.**

**Call to arrange for a  
meeting with a licensed  
agent/producer or mail  
this card today to  
learn more about  
AARP Medicare  
Supplement Plans.**





## Competitive rates plus outstanding satisfaction

### Discover AARP Medicare Supplement Plans.

As an AARP member, you're eligible to apply for an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare). Like all standardized Medicare supplement insurance plans, this insurance helps pay some of the costs Medicare doesn't pay, like co-payments and deductibles, and allows you to choose any doctor or hospital who accepts Medicare patients.

**In addition, AARP Medicare Supplement Plans offer key advantages, including:**

- **Competitive group rates** - These rates are available exclusively to AARP members like you
- **Being backed by the stability of UnitedHealthcare** - a leading insurer that covers more people with Medicare supplement plans nationwide than any other individual insurance carrier^
- **Outstanding customer satisfaction** - 94% member satisfaction rate of those surveyed with AARP Medicare Supplement Insurance Plans\*

And that's not all. UnitedHealthcare knows that choosing the right solution is a very important decision. Did you know that licensed agents/producers are available to meet with you in person? They can explain the ways that you can supplement Medicare and help you find a plan that meets your needs and budget.

Call today and a licensed agent/producer can help arrange for a one-on-one meeting to answer your Medicare supplement questions.

### Get the value you want.



To arrange for a meeting to learn more, call  
**[1-800-523-5800], code [XXX]**

Weekdays, 7 a.m. to 11 p.m.  
Saturday, 9 a.m. to 5 p.m., ET.  
TTY users can call 711.

^From a report prepared for UnitedHealthcare Insurance Company by Mark Farrah Associates, "December 2011 Medigap Enrollment & Market Share," July 2012, www.uhcmedsupstats.com or call [1-800-523-5800] to request a copy of the full report.

\*From a report prepared for UnitedHealthcare Insurance Company by GfK Custom Research NA, "Insurance Solutions Member Satisfaction Survey: Report of Findings," 3/21/12, www.uhcmedsupstats.com or call [1-800-523-5800] to request a copy of the full report.

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 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. A licensed insurance agent/producer may contact you.**

Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

### Get competitive group rates.

**Call to arrange for a meeting with a licensed agent/producer or mail this card today to learn more.**



**YES!** Please send me complete information about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, 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]

[Anytown USA 12345-1234]

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

Phone \_\_\_\_\_

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

Medicare (Part B)

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.

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CA25258STBRC

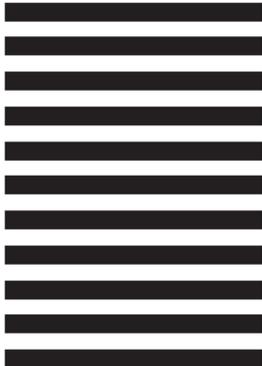


**Medicare Supplement Plans**

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	01/17/2013
Comments:			
Attachment(s):			
CA25258STSOV_nocode.pdf			

## STATEMENT OF VARIABILITY

**Component:** CA25258ST

Variable	Description
[John Q Lasername] [123 Any Street] [Apt. 1A] [Anytown, PA 12345-1234]	Recipient's name and address.
[1-800-523-5800] code [XXX]	Contact number and internal code for further information. Telephone number may change with each mail date. (Different phone numbers are used internally in order to track consumer response rates.)

**Component:** CA25258STBRC

Variable	Description
[Sample A. Sample] [123 Any Street] [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.)