

State: District of Columbia **Filing Company:** Mutual of Omaha Insurance Company
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Medicare Supplement Advertising - 187356
Project Name/Number: Medicare Supplement Advertising/187356

Filing at a Glance

Company: Mutual of Omaha Insurance Company
Product Name: Medicare Supplement Advertising - 187356
State: District of Columbia
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI: MS08I.012 Multi-Plan 2010
Filing Type: Form
Date Submitted: 11/17/2016
SERFF Tr Num: MUTM-130810887
SERFF Status: Assigned
State Tr Num:
State Status:
Co Tr Num: SHELLY KAIPUST

Implementation
Date Requested:
Author(s): Shelly Kaipust
Reviewer(s): Colin Johnson (primary)
Disposition Date:
Disposition Status:
Implementation Date:

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General Information

Project Name: Medicare Supplement Advertising	Status of Filing in Domicile:
Project Number: 187356	Date Approved in Domicile:
Requested Filing Mode:	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 11/17/2016
	State Status Changed:
Deemer Date:	Created By: Shelly Kaipust
Submitted By: Shelly Kaipust	Corresponding Filing Tracking Number:

Filing Description:
See cover letter attached under the Supporting Docs tab.

Company and Contact

Filing Contact Information

Melanie Worth, Product & Advertising Compliance Analyst	melanie.worth@mutualofomaha.com
Mutual of Omaha	402-351-4260 [Phone]
Mutual of Omaha Plaza	402-351-5298 [FAX]
Omaha, NE 68175	

Filing Company Information

Mutual of Omaha Insurance Company	CoCode: 71412	State of Domicile: Nebraska
3300 Mutual of Omaha Plaza	Group Code: 261	Company Type: Health Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6910 ext. [Phone]	FEIN Number: 47-0246511	

Filing Fees

Fee Required?	No
Retaliatory?	No
Fee Explanation:	

State: District of Columbia

Filing Company:

Mutual of Omaha Insurance Company

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Form Schedule

Lead Form Number: 187356

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1		Facebook Ad	187356	ADV	Initial			187356_Brackets.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



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SERFF Tracking #:

MUTM-130810887

State Tracking #:

Company Tracking #:

SHELLY KAIPUST

State:

District of Columbia

Filing Company:

Mutual of Omaha Insurance Company

TOI/Sub-TOI:

MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010

Product Name:

Medicare Supplement Advertising - 187356

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Medicare Supplement Advertising/187356

Supporting Document Schedules

Satisfied - Item:	Cover Letter
Comments:	
Attachment(s):	DC Letter.pdf
Item Status:	
Status Date:	

Satisfied - Item:	Memorandum of Variability
Comments:	
Attachment(s):	187356_Brackets.pdf
Item Status:	
Status Date:	

MUTUAL OF OMAHA INSURANCE COMPANY

Mutual of Omaha Plaza, Omaha, NE 68175, 402-342-7600



NAIC #: 261-71412
FEIN #: 47-0246511
Mutual of Omaha Insurance Company
Medicare Supplement Advertising
Facebook Ad: 187356

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

This is a filed page, that when the consumer clicks on the link, it takes them to a filed page 185699 which was filed in your state on 11/14/16 under SERFF tracking number MUTM-130806501.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Thank you for the review of this filing.



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