

Intro to UHOne.com and Golden Rule Insurance Co

Transcript

(Sparse, upbeat electronic music plays. On a plain, white background the UnitedHealthcare logo shows next to the words “UnitedHealthcare®”, “Golden Rule Insurance Co.” and “Health insurance made simple” in navy blue.)

A young woman’s friendly and empathic voice comes in: Looking for insurance that covers more than just health?

On a navy-blue background, text appears on screen: “Looking for insurance that covers more than just health?”

Voiceover: Whether it’s accidents, hospital bills, vision, dental or more...

A 3-way split screen shows animated representations of a foot slipping, then a pair of scissors cutting a dollar bill, then a pair of glasses sitting next to a toothbrush and toothpaste tube.

VO: ...we’ve got plans designed to fit your needs and budget.

On a navy-blue background, text appears on screen: “We’ve got plans designed to fit your needs and budget”.

VO: At U H One dot com, you can shop plans underwritten by Golden Rule Insurance Company...

There’s an animated scene that’s made up of a lamp, a laptop, and a cup of tea.

VO: ...part of the UnitedHealthcare family, so you know you’ll find a variety of coverage options.

Seven animated circles appear of varying sizes. They are filled with pill bottles, animated doctors, and other medically-related icons. Lines then appear, which connect all the circles together.

VO: You can shop online, by phone, or with a licensed insurance agent.

Text animates to the top of the screen: “You can shop”. Below this, three animated circles pop up with icons of a laptop, a phone and a chat bubble from left to right. Below the laptop icon it says “Online”. Below the phone icon it says “Phone”. Below the chat bubble icon it says “Licensed insurance agent”.

VO: Visit U H One dot com to get started.

On a white background, the UnitedHealthcare logo appears in the upper left corner with the words “UnitedHealthcare®” and “Golden Rule Insurance Co.” next to it. Below that are the words “Learn more at uhone.com”. To the right, there’s an animated desktop computer on a desk with a plant and cup of tea.

Fine print on the bottom of screen reads: "Underwritten by Golden Rule Insurance Company, a UnitedHealthcare Company. This policy has exclusions, limitation, reduction of benefits, terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage, call or write your insurance agent or the company. Short term health insurance plans do not meet all federal requirements to qualify as "Minimum Essential Coverage" for health insurance under the Affordable Care Act ("ACA"). Short term health insurance is medically underwritten and does not cover preexisting conditions. Product design and availability varies by state. 520293a-X-0425".