



Express

JULY 08, 2026

Life Insurance

[Simplify Final Expense with Living Promise®](#)

Living Promise® helps you close more final expense business with simple whole life protection and flexible riders.

Medicare Solutions

[The Mutual of Omaha Difference](#)

From trusted experience and products to time-saving tools, Mutual of Omaha helps make it easier to serve clients and grow your business.

[Customizable HIP Plans](#)

Help your clients strengthen their Hospital Indemnity Plan with flexible add-on riders.

[Heads Up - July Webinar Registration](#)

Register to attend our upcoming Med solutions webinar on 7/21 at 11 AM CDT to learn about the advocacy work Mutual of Omaha's dedicated government affairs team is doing on Capitol Hill.

[Upcoming Rate Adjustments](#)

Preview upcoming rate adjustments.

Long-Term Care

[Start Better LTC Conversations With Confidence](#)

Watch these short videos for practical talking points that can help strengthen your LTC planning discussions.

[Helping Clients Rethink Self-Insurance](#)

Self-insuring means taking on 100% of the financial risk-help clients understand how long-term care insurance can protect assets and preserve financial flexibility.

Critical Illness

Reminder: New York Critical Advantage Forms Approved

New York Critical Advantage forms have been approved and are now available, with updated applications required beginning August 1.

A Safety Net for Recovery

Many recovery-related expenses aren't covered by traditional health insurance — see how Critical Advantage® can help clients bridge the gap and focus on healing.

Annuities

Annuity Interest Rate Updates Effective July 6, 2026

Competitive S&P 500 caps and a higher FIA Performance Trigger Rate, along with increased Deferred Fixed Annuity rates (excluding Ultra Premier 7), create stronger positioning across indexed and fixed strategies.

More Flexibility Where It Matters Most-Funding

More ways to fund means fewer delays and more flexibility at the point of sale.

Mutual of Omaha Affiliate Companies: United of Omaha Life Insurance Company, United World Life Insurance Company, Omaha Insurance Company, Mutual of Omaha Medicare Advantage Company, and Omaha Health Insurance Company.

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