

SERFF Tracking Number: PHYS-125276074 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 36793
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: LTC
Project Name/Number: JS47-0907/JS47-0907

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: LTC SERFF Tr Num: PHYS-125276074 State: ArkansasLH
TOI: LTC03I Individual Long Term Care SERFF Status: Closed State Tr Num: 36793
Sub-TOI: LTC03I.001 Qualified Co Tr Num: State Status: Filed-Closed
Filing Type: Advertisement Co Status: Reviewer(s): Marie Bennett, Harris Shearer
Authors: Sonya Dickey, Sara Magee-Garcia Disposition Date: 05/22/2008
Date Submitted: 08/30/2007 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: JS47-0907
Project Number: JS47-0907
Requested Filing Mode: Review & Approval

Status of Filing in Domicile: Not Filed
Date Approved in Domicile:
Domicile Status Comments: Long Term Care advertising is not required to be filed in Nebraska.

Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 05/22/2008
State Status Changed: 05/22/2008
Corresponding Filing Tracking Number: JS47-0907

Market Type: Individual
Group Market Size:
Group Market Type:

Filing Description:
RE: Long Term Care Advertisement
Invitation to Inquire: JS47-0907

Deemer Date:

The above referenced material is being submitted for your review and approval.

SERFF Tracking Number: *PHYS-125276074* State: *Arkansas*
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CHECK NUMBER	CHECK AMOUNT	CHECK DATE
783006	\$40.00	08/29/2007

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	05/22/2008	05/22/2008

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Disposition

Disposition Date: 05/22/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Form	JS47-0907		Yes

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Form Schedule

Lead Form Number: JS47-0907

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	JS47-0907	Advertising	JS47-0907	Initial		0	JS47-0907.pdf

*Physicians Mutual Insurance Company
Long-Term Care Insurance Policy*

Look Ahead, Plan Ahead

Few people like to think about long-term health issues. But for many, it can become a fact of life. If you're not prepared for the unexpected expenses, the costs can quickly add up.

Long-term care insurance policies can help reduce unexpected expenses in the future. The younger and healthier you are, the lower the premiums may be.

Return this postage-paid card or call 1-800-228-9100 now to find out more.

[Firstname Lastname]

[Individual ID Number]

Your email address (optional):

Products not available in all states. This is a solicitation of insurance.

An agent/producer will contact you with complete details, including costs and limitations of the coverage.

OH residents: You can obtain free information about long-term care insurance from the Ohio Department of Insurance. Call toll-free 1-800-686-1526.

Insurance Policy Numbers: P145/P146/P147/P148; FL: P103FL/P104FL;

GA: P145GA/P146GA/P147GA/P148GA; ID: P145ID/P146ID/P147ID/P148ID;

LA: P145LA/P146LA/P147LA/P148LA; NC: P145NC/P146NC/P147NC/P148NC;

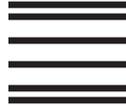
OK: P145OK/P146OK/P147OK/P148OK; OR: P145OR/P146OR/P147OR;

PA: P145PA/P146PA/P147PA/P148PA; TN: P146TN/P147TN/P148TN; TX: P145TX is

intended to be non tax-qualified, P146TX/P147TX/P148TX are intended to be tax-qualified)

JS47-0907

XXX



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IF MAILED
IN THE
UNITED STATES

FIRST-CLASS MAIL PERMIT NO. 96 OMAHA NE

BUSINESS REPLY MAIL

POSTAGE WILL BE PAID BY ADDRESSEE

BETWEEN FRIENDS
PHYSICIANS MUTUAL®
PO BOX 2540
OMAHA NE 68172-9706



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Rate Information

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