

SERFF Tracking Number: PHYS-125408655 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 37767
Company Tracking Number: P146-AA
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.003 Other
Product Name: LTC
Project Name/Number: P146-AA/P146-AA

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: LTC SERFF Tr Num: PHYS-125408655 State: ArkansasLH
TOI: LTC03I Individual Long Term Care SERFF Status: Closed State Tr Num: 37767
Sub-TOI: LTC03I.003 Other Co Tr Num: P146-AA 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: 01/02/2008 Disposition Status: Filed
Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: P146-AA Status of Filing in Domicile: Not Filed
Project Number: P146-AA Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments: LTC Advertising is not required to be filed in Nebraska.
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 05/22/2008 Deemer Date:
State Status Changed: 05/22/2008
Corresponding Filing Tracking Number:
Filing Description:
RE: Long Term Care Advertisements - Computer Screens
P146-AA – Dynamic Information, IHP-REC-001(11/16/2007) – Static Shell Information
IHP-DTL-001(0701/2004) – Service Information Computer Screen
IHP-LEAD-001 (11/16/2007) – Lead Computer Screen

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Attached are manuscript copies of the above referenced computer screens for your review and approval.

The computer screens will be used by our representatives as talking points should a consumer inquire about the types of coverage available in their state. Should the consumer display interest in our long term care insurance policies P145AR, P146AR, P147AR and P148AR, which were approved for use in your State on August 11, 1004; the representative would see that at this time there are no talking points regarding our long term care insurance policies. If the consumer would like more information the representative would select the IHP-LEAD-001(11/16/2007) which allows the representative to input the consumer's information so that an agent/producer may contact them regarding the coverage. The information to the right of the Lead ID area is bracketed as it will automatically populate with the policy information selected from the previous computer screen. For example, the computer screen would display Long Term Care Insurance in this case.

The information that is highlighted in yellow corresponds to the computer screen shell, IHP-REC-001(11/16/2007), which will not change. The dynamic information which will vary depending on the type of coverage that the consumer is interested would populate on computer screen P146-AA.

If you have any questions concerning the enclosed material, please contact me at the above address or call me at 1-800-228-9100, option 1, option 6, extension 1663. You can also contact me via email at Sonya.Dickey@physiciansmutual.com. Your assistance in getting this material approved for use in your State is greatly appreciated.

Company and Contact

Filing Contact Information

Sonya Dickey, sonya.dickey@physiciansmutual.com
2600 Dodge Street (800) 228-9100 [Phone]
Omaha, NE 68131 (402) 633-1096[FAX]

Filing Company Information

Physicians Mutual Insurance Company CoCode: 80578 State of Domicile: Nebraska
2600 Dodge Street Group Code: 367 Company Type:
Omaha, NE 68131 Group Name: State ID Number:
(402) 633-1188 ext. [Phone] FEIN Number: 47-0270450

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Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$100.00	01/02/2008	17306841

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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	P146-AA		Yes
Form	IHP-REC-001(11/16/2007)		Yes
Form	IHP-DTL-001(07/01/2004)		Yes
Form	IHP-LEAD-001(11/16/2007)		Yes

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Form Schedule

Lead Form Number: P146-AA

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	P146-AA	Advertising	P146-AA	Initial		0	P146-AA.pdf
	IHP-REC-001(11/16/2007)	Advertising	IHP-REC-001(11/16/2007)	Initial		0	P146-AA.pdf
	IHP-DTL-001(07/01/2004)	Advertising	IHP-DTL-001(07/01/2004)	Initial		0	IHP-DTL-001.pdf
	IHP-LEAD-001(11/16/2007)	Advertising	IHP-LEAD-001(11/16/2007)	Initial		0	IHP-LEAD-001 AA P146.pdf

Products

Product Name	As low as(\$)	Highlights	Perform Action
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Physicians Mutual Insurance Company offers:

<u>LTC - Long Term Care Insurance</u>	N/A	<u>Highlights</u>	-  -
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Lead only - No product detail available

P146-AA

Exit

IHP-REC-001(11/16/2007)

Products

Product Name	As low as(\$)	Highlights	Perform Action
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Physicians Mutual Insurance Company offers:

<u>LTC - Long Term Care Insurance</u>	N/A	<u>Highlights</u>	-  -
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Lead only - No product detail available

P146-AA

Exit

IHP-REC-001(11/16/2007)

https://tstwebseal.pmic.com/wps/PA_1_0_P1/ProductDetailServlet?fileName= - Microsoft Inte...

Lead only - No product detail available

IHP-DTL-001(07/01/2004)

Products ? - □

Products Agent Lead Disposition

Now a company agent/producer will contact you.

Lead ID LTC - Long Term Care Insurance

Best Time No Preference ▼

Best Day No Preference ▼

***Maximum allowed characters - 50**

Memo

Return to products

Submit Lead

Exit

IHP-LEAD-001(11/16/2007)

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Rate Information

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