

SERFF Tracking Number: PHYS-126044110 State: Arkansas  
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 41620  
Company Tracking Number: PMA2588AR-0209  
TOI: LTC05I Individual Long Term Care - Nursing Sub-TOI: LTC05I.001 Qualified  
Home & Home Health Care  
Product Name: LTC  
Project Name/Number: PMA2588AR-0209/PMA2588AR-0209

## Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: LTC SERFF Tr Num: PHYS-126044110 State: ArkansasLH  
TOI: LTC05I Individual Long Term Care - SERFF Status: Closed State Tr Num: 41620  
Nursing Home & Home Health Care  
Sub-TOI: LTC05I.001 Qualified Co Tr Num: PMA2588AR-0209 State Status: Filed-Closed  
Filing Type: Advertisement Co Status: Reviewer(s): Marie Bennett  
Authors: Sara Magee-Garcia, Disposition Date: 02/26/2009  
Sonya Dickey  
Date Submitted: 02/20/2009 Disposition Status: Filed  
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: PMA2588AR-0209 Status of Filing in Domicile: Not Filed  
Project Number: PMA2588AR-0209 Date Approved in Domicile:  
Requested Filing Mode: Review & Approval Domicile Status Comments:  
Explanation for Combination/Other: Market Type: Individual  
Submission Type: New Submission Group Market Size:  
Overall Rate Impact: Group Market Type:  
Filing Status Changed: 02/26/2009 Explanation for Other Group Market Type:  
State Status Changed: 02/26/2009  
Deemer Date: Corresponding Filing Tracking Number:  
PMA2588AR-0209

Filing Description:

RE: Long Term Care Advertising

Invitations to Inquire: PMA2588AR-0209 and PMA2588BAR-0209

The above referenced advertising material being submitted for your review and approval. This material will be used to

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create an interest the following Long Term Care Policies:

Policies: Approval Date:

P145AR 8-11-04

P146AR 8-11-04

P147AR 8-11-04

P148AR 8-11-04

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 2633. You can also contact me via email at Sara.Magee-Garcia@pmic.com. Your assistance in getting this material approved for use in your State is greatly appreciated.

## Company and Contact

### Filing Contact Information

Sara Magee-Garcia,  
2600 Dodge Street  
Omaha, NE 68131

sara.magee-garcia@physiciansmutual.com  
(800) 228-9100 [Phone]  
(402) 633-1096[FAX]

### Filing Company Information

Physicians Mutual Insurance Company  
2600 Dodge Street  
Omaha, NE 68131  
(402) 633-1188 ext. [Phone]

CoCode: 80578 State of Domicile: Nebraska  
Group Code: 367 Company Type:  
Group Name: State ID Number:  
FEIN Number: 47-0270450

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$80.00  
Retaliatory? No  
Fee Explanation: \$40 per form , 2 forms  
Per Company: No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$80.00	02/20/2009	25851240

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## **Correspondence Summary**

### **Dispositions**

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed	Marie Bennett	02/26/2009	02/26/2009





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## Form Schedule

**Lead Form Number:** PMA2588AR-0209

<b>Review Status</b>	<b>Form Number</b>	<b>Form Type</b>	<b>Form Name</b>	<b>Action</b>	<b>Action Specific Data</b>	<b>Readability</b>	<b>Attachment</b>
	PMA2588A	Advertising	PMA2588AR-0209	Initial			PMA2588AR-0209.pdf
	PMA2588B	Advertising	PMA2588BAR-0209	Initial			PMA2588BAR-0209.pdf

*Now serving  
your local area,*  
Physicians Mutual® welcomes  
[Name], Insurance Producer  
to our Division Office in  
[Town, State.]



[ xxx-xxx-xxxx or ]  
[ xxx-xxx-xxxx ]  
[ email address ]  
[Insurance Producer License # XXXX]

[ • Long-Term Care Insurance ]

[ • Health Insurance ]

[ • Dental Insurance ]

(Underwritten by Physicians Mutual Insurance Company)

[ • Medicare Supplement  
Insurance Policy ]

[ • Life Insurance ]

[ • Annuities ]

(Underwritten by Physicians Life Insurance Company)



Physicians  
Mutual®

We are not connected with or endorsed by the U. S. Government or the  
Federal Medicare Program.

For complete details including costs and limitations contact your insurance producer. Insurance Policy Kinds: [L260/L261/L265/  
L266/L267/LR143/P145/P146/P147/P148/P345/P346/C250A/P210A/L708/L712/L726/L730/L731/L732/L762/AP111/AP112/  
AP114/AP116.]

PMA2588AR-0209

## *Now serving your area,*

Physicians Mutual® welcomes  
[ Name ], Insurance Producer  
to our Division Office in  
[ Town, State. ]

[ XXX-XXX-XXXX or XXX-XXX-XXXX or email address ]  
[Insurance Producer License # XXXX]

- [ • Long-Term Care Insurance ]
- [ • Health Insurance ]
- [ • Dental Insurance ]

(Underwritten by Physicians Mutual Insurance Company)

- [ • Medicare Supplement  
Insurance Policy ]

- [ • Life Insurance ]
- [ • Annuities ]

(Underwritten by Physicians Life Insurance Company)



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