

SERFF Tracking Number: PHYS-126206936 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 42801
Company Tracking Number: PMA2264AR-0809
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: LTC
Project Name/Number: PMA2264AR-0809/PMA2264AR-0809

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: LTC SERFF Tr Num: PHYS-126206936 State: ArkansasLH
TOI: LTC03I Individual Long Term Care SERFF Status: Closed State Tr Num: 42801
Sub-TOI: LTC03I.001 Qualified Co Tr Num: PMA2264AR-0809 State Status: Filed-Closed
Filing Type: Advertisement Co Status: Reviewer(s): Marie Bennett
Authors: Sara Magee-Garcia, Disposition Date: 07/01/2009
Sonya Dickey
Date Submitted: 06/26/2009 Disposition Status: Filed-Closed
Implementation Date Requested: On Approval Implementation Date:
State Filing Description:

General Information

Project Name: PMA2264AR-0809 Status of Filing in Domicile: Not Filed
Project Number: PMA2264AR-0809 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: 07/01/2009 Explanation for Other Group Market Type:
State Status Changed: 07/01/2009
Deemer Date: Corresponding Filing Tracking Number:
PMA2264AR-0809

Filing Description:

RE: Long Term Care Advertising

Invitation to Inquire: PMA2264AR-0809

The above referenced advertising material is being submitted for your review and approval. This material will be used by licensed agents in your State to create an interest the following Long Term Care Policies:

Policies: Approval Date:

SERFF Tracking Number: *PHYS-126206936* State: *Arkansas*
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *42801*
Company Tracking Number: *PMA2264AR-0809*
TOI: *LTC03I Individual Long Term Care* Sub-TOI: *LTC03I.001 Qualified*
Product Name: *LTC*
Project Name/Number: *PMA2264AR-0809/PMA2264AR-0809*
P145AR 8-11-04
P146AR 8-11-04
P147AR 8-11-04
P148AR 8-11-04

The testimonial used in the material is not a paid endorsement. Mr. Harmon has given his approval for the testimonial to be used in our advertising material.

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, sara.magee-garcia@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

Filing Fees

Fee Required? Yes
Fee Amount: \$40.00
Retaliatory? No
Fee Explanation: \$40 per form, 1 form included
Per Company: No

SERFF Tracking Number: PHYS-126206936 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 42801
Company Tracking Number: PMA2264AR-0809
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: LTC
Project Name/Number: PMA2264AR-0809/PMA2264AR-0809

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$40.00	06/26/2009	28833297

SERFF Tracking Number: *PHYS-126206936* State: *Arkansas*
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *42801*
Company Tracking Number: *PMA2264AR-0809*
TOI: *LTC03I Individual Long Term Care* Sub-TOI: *LTC03I.001 Qualified*
Product Name: *LTC*
Project Name/Number: *PMA2264AR-0809/PMA2264AR-0809*

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Marie Bennett	07/01/2009	07/01/2009

SERFF Tracking Number: *PHYS-126206936* State: *Arkansas*
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *42801*
Company Tracking Number: *PMA2264AR-0809*
TOI: *LTC03I Individual Long Term Care* Sub-TOI: *LTC03I.001 Qualified*
Product Name: *LTC*
Project Name/Number: *PMA2264AR-0809/PMA2264AR-0809*

Disposition

Disposition Date: 07/01/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: *PHYS-126206936* State: *Arkansas*
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *42801*
Company Tracking Number: *PMA2264AR-0809*
TOI: *LTC03I Individual Long Term Care* Sub-TOI: *LTC03I.001 Qualified*
Product Name: *LTC*
Project Name/Number: *PMA2264AR-0809/PMA2264AR-0809*

Item Type	Item Name	Item Status	Public Access
Form	PMA2264AR-0809		Yes

SERFF Tracking Number: *PHYS-126206936* State: *Arkansas*
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *42801*
 Company Tracking Number: *PMA2264AR-0809*
 TOI: *LTC03I Individual Long Term Care* Sub-TOI: *LTC03I.001 Qualified*
 Product Name: *LTC*
 Project Name/Number: *PMA2264AR-0809/PMA2264AR-0809*

Form Schedule

Lead Form Number: PMA2264AR-0809

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	PMA2264A R-0809	Advertising	PMA2264AR-0809	Initial			PMA2264AR-0809..pdf

Strength, Stability & Dedication ...



Policyowner Gary Harmon and his wife, Louise

With Long-Term Care Insurance From Physicians Mutual, You Can Look Forward To Tomorrow

Like many people, you have probably spent time wondering what you can do to help ensure your family's security should you become ill. You know how important it is to plan for tomorrow ... to be prepared for whatever life brings.

Physicians Mutual Insurance Company can help you look forward to the years ahead. We have been in business for over 107 years, with almost 30 of them in long-term care insurance. Through the Great Depression, World Wars and recessions, we've been here for our policyowners when they needed us. We have consistently maintained some of the highest financial strength ratings in the nation ... so you can rest assured we'll be here to fulfill our promises.

When you choose Physicians Mutual, you become a member of our family. Here's what one of our customers had to say ...

"I will never be able to thank you enough for everything you have done for me and my family. I don't know what we would have done without you. I received this policy, thanks to my agent, before I got hurt. But thanks to you, caregivers, family and prayers, I'm going to be alright. When I receive something in the mail from Physicians Mutual I think of one thing, how you always tried to help me. Thank you.

*You're always in my prayers,
Gary Harmon – Illinois*

Call now for more information on how you can make the right choices today for tomorrow's needs ... long-term care insurance from Physicians Mutual.

[Variable
Insurance
Producer
Photo]

[Insurance Producer name]
Insurance Producer
[Phone #]
[Email Address]



SERFF Tracking Number: *PHYS-126206936* *State:* *Arkansas*
Filing Company: *Physicians Mutual Insurance Company* *State Tracking Number:* *42801*
Company Tracking Number: *PMA2264AR-0809*
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *LTC*
Project Name/Number: *PMA2264AR-0809/PMA2264AR-0809*

Rate Information

Rate data does NOT apply to filing.