

SERFF Tracking Number: PHYS-126248751 State: Arkansas  
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 43074  
Company Tracking Number: E306  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: LTC  
Project Name/Number: E306/E306

## Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: LTC SERFF Tr Num: PHYS-126248751 State: ArkansasLH  
TOI: LTC03I Individual Long Term Care SERFF Status: Closed State Tr Num: 43074  
Sub-TOI: LTC03I.001 Qualified Co Tr Num: E306 State Status: Closed  
Filing Type: Advertisement Co Status: Reviewer(s): Marie Bennett  
Authors: Sonya Dickey, Sara Magee-Garcia Disposition Date: 08/03/2009  
Date Submitted: 07/30/2009 Disposition Status: Filed  
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: E306 Status of Filing in Domicile: Not Filed  
Project Number: E306 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: 08/03/2009 Explanation for Other Group Market Type:  
State Status Changed: 08/03/2009 Corresponding Filing Tracking Number: E306  
Deemer Date:  
Filing Description:  
RE: Long Tem Care Insurance Advertising Filling  
Carriers: E306 and E302-0905

Attached are copies of the above referenced material for your review and approval. This material will be used by licensed agents in your state along with previously approved invitation to inquire material to create an interest in the following policies:

Policies Approval Dates

SERFF Tracking Number:      *PHYS-126248751*      State:      *Arkansas*  
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P145AR    8-11-04  
 P146AR    8-11-04  
 P147AR    8-11-04  
 P148AR    8-11-04

The previously approved material that will be used with the carriers will contain all necessary disclaimers. The carriers listed above have a section that is bracketed. This area of the carriers may either be blank or could contain one of the graphical images. Both carriers are mocked up with one of the graphical images and all other graphical image options have been included under the supporting documentation tab. The following items would be given as a free gift: 1) Emory board 2) Mini-magnifier, or 3) Refrigerator magnet.

If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 2633. You may also contact me via email at Sara.Magee-Garcia@physiciansmutual.com. Your assistance in getting the 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	

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## Filing Fees

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

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*Project Name/Number:*      *E306/E306*  
  
*Per Company:*              *No*

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$80.00	07/30/2009	29541142

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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	08/03/2009	08/03/2009

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## **Disposition**

Disposition Date: 08/03/2009

Implementation Date:

Status: Filed

Comment: NOTE: FOR FUTURE REFERENCE, THE FILING FEE FOR AN ADVERTISEMENT IS \$25.00 PER FORM.

Rate data does NOT apply to filing.



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## Form Schedule

**Lead Form Number:** E306

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	E306	Advertising	E306	Initial			E306.pdf
Filed	E302-0905	Advertising	E302-0905	Initial			E302-0905.pdf

Physicians Mutual Insurance Company®  
Physicians Life Insurance Company®  
*members of the Physicians Mutual® family*

  
Physicians  
Mutual®



E306

Physicians Mutual Insurance Company®  
Physicians Life Insurance Company®  
*members of the Physicians Mutual® family*



**a FREE gift**

— open now and file —

E302-0905

*SERFF Tracking Number:*      *PHYS-126248751*                      *State:*                      *Arkansas*  
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## **Rate Information**

Rate data does NOT apply to filing.

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## Supporting Document Schedules

### Review Status:

**Satisfied -Name:** Graphical Images

Filed

08/03/2009

### Comments:

The carriers have a section that is bracketed. This area of the carriers may either be blank or could contain one of the graphical images. Both carriers are mocked up with one of the graphical images and all other graphical image options have been included under the supporting documentation tab.

### Attachment:

Graphical Images.pdf

**COOL** stuff  
inside  
open immediately

**open and  
refrigerate**  
immediately



Something  
**FREE**  
and Sticky Inside

**open  
now**

the  
**WORLD**  
is bigger than you think  
Look inside.

A GIFT to help you  
through the ROUGH spots

See the  
**DIFFERENCE!**  
open now

