

SERFF Tracking Number: PHYS-126249594 State: Arkansas
Filing Company: Physicians Life Insurance Company State Tracking Number: 43088
Company Tracking Number: E306
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Med Sup
Project Name/Number: E306/E306

Filing at a Glance

Company: Physicians Life Insurance Company

Product Name: Med Sup

SERFF Tr Num: PHYS-126249594 State: Arkansas

TOI: MS06 Medicare Supplement - Other

SERFF Status: Closed-Filed

State Tr Num: 43088

Sub-TOI: MS06.000 Medicare Supplement - Other

Co Tr Num: E306

State Status: Under Review

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Sonya Dickey, Sara Magee-Garcia

Disposition Date: 08/19/2009

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: Pending

Project Number: E306

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: Filed in Nebraska on July 30,2009.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 08/19/2009

Explanation for Other Group Market Type:

State Status Changed: 08/18/2009

Deemer Date:

Created By: Sara Magee-Garcia

Submitted By: Sara Magee-Garcia

Corresponding Filing Tracking Number: E306

Filing Description:

RE: Medicare Supplement Insurance Advertising Filing

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/Rider:

POLICIES/RIDER MEDICARE PLAN APPROVAL DATE
L260AR A 7-14-03

<i>SERFF Tracking Number:</i>	<i>PHYS-126249594</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>43088</i>
<i>Company Tracking Number:</i>	<i>E306</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>E306/E306</i>		

L261AR B 7-14-03
L265AR F 7-14-03
L266AR G 7-14-03
L267AR High Deductible F 10-01-08
LR143 High Deductible Premium Discount Rider 9-29-08

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 Life Insurance Company	CoCode: 72125	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: 47-0529583	

Filing Fees

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

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Life Insurance Company	\$80.00	07/30/2009	29543962

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	08/19/2009	08/19/2009

<i>SERFF Tracking Number:</i>	<i>PHYS-126249594</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>43088</i>
<i>Company Tracking Number:</i>	<i>E306</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>E306/E306</i>		

Disposition

Disposition Date: 08/19/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: *PHYS-126249594*

State: *Arkansas*

Filing Company: *Physicians Life Insurance Company*

State Tracking Number: *43088*

Company Tracking Number: *E306*

TOI: *MS06 Medicare Supplement - Other*

Sub-TOI: *MS06.000 Medicare Supplement - Other*

Product Name: *Med Sup*

Project Name/Number: *E306/E306*

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Graphical Images	Accepted for Informational Purposes	Yes
Form	E306	Filed	Yes
Form	E302-0905	Filed	Yes

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Form Schedule

Lead Form Number: E306

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/19/2009	E306	Advertising	E306	Initial			E306.pdf
Filed 08/19/2009	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-126249594* State: *Arkansas*
Filing Company: *Physicians Life Insurance Company* State Tracking Number: *43088*
Company Tracking Number: *E306*
TOI: *MS06 Medicare Supplement - Other* Sub-TOI: *MS06.000 Medicare Supplement - Other*
Product Name: *Med Sup*
Project Name/Number: *E306/E306*

Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Graphical Images	Accepted for Informational Purposes	Date: 08/19/2009

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

