

SERFF Tracking Number: PHYS-126301599 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 43489
Company Tracking Number: PMA3216
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: LTC
Project Name/Number: PMA3216/PMA3216

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: LTC SERFF Tr Num: PHYS-126301599 State: Arkansas
TOI: LTC06 Long Term Care - Other SERFF Status: Closed-Filed State Tr Num: 43489
Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: PMA3216 State Status: Closed
Filing Type: Advertisement Reviewer(s): Marie Bennett
Authors: Sonya Dickey, Sara Magee-Garcia Disposition Date: 09/21/2009
Date Submitted: 09/11/2009 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: PMA3216 Status of Filing in Domicile: Not Filed
Project Number: PMA3216 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: 09/21/2009 Explanation for Other Group Market Type:
State Status Changed: 09/21/2009
Deemer Date: Created By: Sara Magee-Garcia
Submitted By: Sara Magee-Garcia Corresponding Filing Tracking Number:
PMA3216
Filing Description:
RE: Long Term Insurance Advertisement
Institutional Flyer: PMA3216

Attached are copies of the above referenced material for your review and approval. This material will be used by licensed agents in your state to discuss our company and could be used along with other previously approved long term care insurance material for one of the following policies:

Policies	Approval Dates
P145AR	8-11-04
P146AR	8-11-04

SERFF Tracking Number: *PHYS-126301599* State: *Arkansas*
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	09/21/2009	09/21/2009

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Disposition

Disposition Date: 09/21/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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State: *Arkansas*

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**Schedule
Form**

Schedule Item
PMA3216

Schedule Item Status Public Access
Yes

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Form Schedule

Lead Form Number: PMA3216

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	PMA3216	Advertising	PMA3216	Initial			PMA3216.pdf

Commitment. Dedication. *Reliability.*

Our History

Our family's history goes back 107 years to when Physicians Mutual Insurance Company first opened its doors in 1902 and later expanded to include Physicians Life Insurance Company in 1970. Through the Great Depression, wars and recessions, **we've been here** for our customers when they needed us.

In 2008, we paid a total of over \$547 million on all insurance benefits ... that's an average of **over \$2 million paid every working day!** That's just part of the reason we have **high customer satisfaction** ratings.

Our Focus

In today's economy, you deserve straightforward answers from straightforward companies. Because we are not publicly owned or traded, it is **our customers' interests that come first** — not those of Wall Street. That's why our focus continues to be meeting the needs of the families who depend on us for their protection.

Throughout our history, we have remained dedicated to the solid principles on which we were founded — doing the right thing; listening and caring; and delivering on our promises. Those values guide our actions today and are the reason we've taken steps to ensure we will always be able to pay claims quickly and provide superior customer service.

Our Investments

Over the years, we have maintained a **prudent investment approach**, building a well-diversified, high-quality portfolio of over \$2.5 billion in assets.¹

We have minimal investments in common stock. Therefore, we have not been adversely affected by the wild swings of the stock market. We also **avoid exposure to risky investments** in favor of steadier, less-volatile ones. Furthermore, the only real estate we own is our Corporate headquarters and mailing facility.

To make sure we'll be here for our customers, we **maintain a strong margin of protection**. This is money we set aside, in addition to the required insurance policy reserves, that serves as additional protection for our customers.

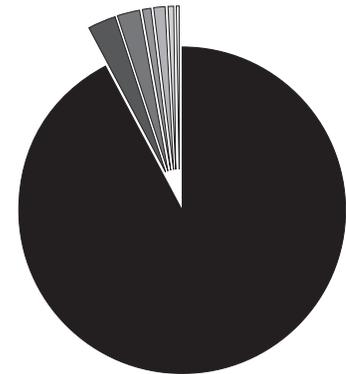
For more than 30 years, the margin has steadily increased to total over \$770 million.² It is just one of the reasons we are able to stand behind our promise of commitment — we're here when you need us.

¹ Physicians Mutual Insurance Company has over \$1.3 billion in invested assets; Physicians Life Insurance Company has over \$1.2 billion in invested assets

² Margin of protection applies to Physicians Mutual Insurance Company, which wholly owns Physicians Life Insurance Company

Please note: All figures are from the Annual Statement for Physicians Mutual Insurance Company and Physicians Life Insurance Company, as of December 31, 2008

The Physicians Mutual Family's Consolidated Invested Assets



■ Bonds	92.5%
■ Preferred Stock	2.7%
■ Cash and Short-Term Investments	2.1%
■ Common Stock	less than 1%
■ Policy Loans	less than 1%
■ Real Estate	less than 1%
□ Other Invested Assets	less than 1%

Our Ratings

Our conservative investment philosophy helps ensure we receive some of the **highest financial strength ratings in the nation**. These are from independent analysts who are known for their unbiased ratings ... so you can be assured we are worthy of the honors we're awarded.

	Physicians Mutual Insurance Company	Physicians Life Insurance Company
A.M. Best Company	A (Excellent)	A (Excellent)
For overall financial strength and ability to meet obligations to customers		
TheStreet.com Ratings	A+ (Excellent)	A- (Excellent)
For financial security, investment strategies, business operations and underwriting commitments		
Ward Group	Ward's 50 Top Performers	
For achieving outstanding financial results in the areas of safety, consistency and performance over a five-year period (2004–2008)		

In issuing the "A (Excellent)" ratings in August 2009, A.M. Best Company stated the Physicians Mutual family ...

... maintains a favorable surplus position for its current level of insurance and investment risks. The investment portfolio is well diversified among corporate bonds, municipals, mortgage-backed securities, and common and preferred stock. With an average asset quality rating of "AA," credit quality is very high.

In August 2009, TheStreet.com Ratings also expanded upon our strength, saying this about both Companies ...

... in our opinion, this company offers excellent financial security. It has maintained a conservative stance in its investment strategies, business operations and underwriting commitments. While the financial position of any company is subject to change, we believe this company has the resources necessary to deal with severe economic conditions.

A.M. Best Rating Scale	
A++ and A+	Superior
A and A-	Excellent
B++ and B+	Very Good
B and B-	Fair
C++ and C+	Marginal
C and C-	Weak
D	Poor
E	Under Regulatory Supervision
F	In Liquidation
S	Rating Suspended
TheStreet.com Rating Scale	
A+, A and A-	Excellent
B+, B and B-	Good
C+, C and C-	Fair
D+, D and D-	Weak
E+, E and E-	Very Weak
F	Failed

That is just one of the reasons TheStreet.com places us on their **Recommended List of companies**, a group of life and health insurance companies representing the top percentages of the insurance industry. In fact, Physicians Mutual Insurance Company is in an **elite group of six** life and health insurance companies representing the **top 1%** of the insurance industry, while Physicians Life Insurance Company is in a group representing the **top 8.8%**.

In compiling their July 2009 list of the top performing companies in the life and health insurance industry, Ward Group listed our Company as having ...

... passed all safety and consistency screens and achieved superior performance over the five years analyzed.

With praise like this from so many different sources, you can rest assured we'll be there to back your insurance, now and for years to come.

Our Future

We have witnessed and overcome numerous economic hardships in the past — the flu epidemic of 1918, the Great Depression, wars and recessions — and are prepared to prevail over this one as well. Through each and every hardship, we have **kept our promise to customers**. This will not change.

Remember, no one knows what the future may bring, but rest assured, we intend to be **here when you need us**. We're strong, stable, and prepared to **meet your insurance and financial needs**.

Sincerely,



Roger J. Hermsen
Executive Vice President and Chief Financial Officer