

SERFF Tracking Number: PHYS-126473438 State: Arkansas  
 Filing Company: Physicians Mutual Insurance Company State Tracking Number: 44679  
 Company Tracking Number: E310  
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010  
 Standard Plans 2010  
 Product Name: Med Sup/LTC  
 Project Name/Number: E310/E310

## Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup/LTC SERFF Tr Num: PHYS-126473438 State: Arkansas  
 TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 44679  
 Standard Plans 2010 Closed  
 Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: E310 State Status: Filed-Closed  
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
 Authors: Sonya Dickey, Sara Magee-Garcia Disposition Date: 02/04/2010  
 Date Submitted: 01/27/2010 Disposition Status: Filed-Closed  
 Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: E310 Status of Filing in Domicile: Pending  
 Project Number: E310 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: 02/04/2010 Explanation for Other Group Market Type:  
 State Status Changed: 02/04/2010  
 Deemer Date: Created By: Sara Magee-Garcia  
 Submitted By: Sara Magee-Garcia Corresponding Filing Tracking Number: E310  
 Filing Description:  
 RE: Medicare Supplement Insurance and Long Term Care Insurance Advertisements  
 Envelope Form Numbers: E310 and E311

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 material to create an interest in the following Policies/Rider:

Policies/Rider Medicare Supplement Plans Approval Dates

P020AR A 8-12-09

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P025AR F 8-12-09  
P026AR G 8-12-09  
P027AR High Ded F 8-12-09  
High Deductible Premium Discount Rider B345 8-12-09

This material will be used by licensed agents in your state to also create an interest in the following Long Term Care policies:

Policies Approval Dates

P145AR 8-11-04  
P146AR 8-11-04  
P147AR 8-11-04  
P148AR 8-11-04

The material could also be used to create an interest in any of our other approved policies.

The previously approved material that will be used with the envelopes will contain all necessary disclaimers. The envelopes listed above have a section of the form that is variable. This variable section is indicated with brackets. This area of the material may either be blank or could contain a graphical image. The graphical image "Save over 50% on your Medicare Supplement premiums!" would only be used when soliciting our Medicare Supplement coverage. All other graphical images could be shown on the material for all other instances. All of the 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:

SERFF Tracking Number: PHYS-126473438 State: Arkansas  
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TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010  
Standard Plans 2010  
Product Name: Med Sup/LTC  
Project Name/Number: E310/E310  
(402) 633-1188 ext. [Phone] FEIN Number: 47-0270450  
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## Filing Fees

Fee Required? Yes  
Fee Amount: \$100.00  
Retaliatory? No  
Fee Explanation: \$50 per form, 2 forms included  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$100.00	01/27/2010	33824111

SERFF Tracking Number: *PHYS-126473438* State: *Arkansas*  
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *44679*  
Company Tracking Number: *E310*  
TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.001 Plan A 2010*  
Product Name: *Med Sup/LTC*  
Project Name/Number: *E310/E310*

## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed-Closed	Stephanie Fowler	02/04/2010	02/04/2010



SERFF Tracking Number: *PHYS-126473438*

State: *Arkansas*

Filing Company: *Physicians Mutual Insurance Company*

State Tracking Number: *44679*

Company Tracking Number: *E310*

TOI: *MS081 Individual Medicare Supplement -  
Standard Plans 2010*

Sub-TOI: *MS081.001 Plan A 2010*

Product Name: *Med Sup/LTC*

Project Name/Number: *E310/E310*

<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Graphical Images	Filed	Yes
<b>Form</b>	E310	Filed	Yes
<b>Form</b>	E311	Filed	Yes

SERFF Tracking Number: *PHYS-126473438* State: *Arkansas*  
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *44679*  
 Company Tracking Number: *E310*  
 TOI: *MS081 Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS081.001 Plan A 2010*  
 Product Name: *Med Sup/LTC*  
 Project Name/Number: *E310/E310*

## Form Schedule

### Lead Form Number: E310

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 02/04/2010	E310	Advertising E310	Initial			E310 MedSup AA.pdf
Filed 02/04/2010	E311	Advertising E311	Initial			E311 MedSup AA.pdf

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



Physicians  
Mutual®

Insurance for all of us.™

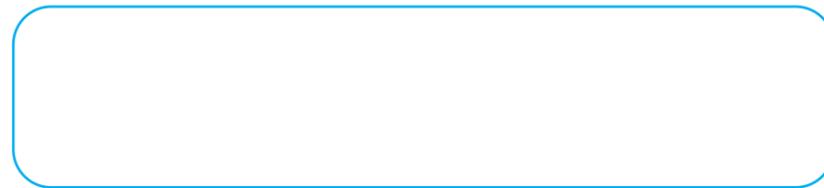
**Save over 50% on your  
Medicare Supplement  
premiums!**



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



Physicians  
Mutual®  
Insurance for all of us.™



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<i>Project Name/Number:</i>	<i>E310/E310</i>		

## Supporting Document Schedules

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b> Graphical Images	Filed	02/04/2010

**Comments:**

The envelopes listed above have a section of the form that is variable. This variable section is indicated with brackets. This area of the material may either be blank or could contain a graphical image. The graphical image "Save over 50% on your Medicare Supplement premiums!" would only be used when soliciting our Medicare Supplement coverage. All other graphical images could be shown on the material for all other instances. All of the graphical image options have been included under the supporting documentation tab.

**Attachment:**

variable stickers.pdf

**COOL** stuff  
inside  
open immediately

**open and  
refrigerate**   
immediately

Something  
**FREE** | **open  
now**  
and Sticky Inside

 **a FREE gift**  
— open now and file —

A GIFT to help you  
through the ROUGH spots

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

See the  
**DIFFERENCE!**  
*open now*

