

SERFF Tracking Number: PHYS-126496149 State: Arkansas
 Filing Company: Physicians Mutual Insurance Company State Tracking Number: 44814
 Company Tracking Number: XLEU-0410
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
 Standard Plans 2010
 Product Name: Med Supp
 Project Name/Number: XLEU-0410/XLEU-0410

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Supp SERFF Tr Num: PHYS-126496149 State: Arkansas
 TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 44814
 Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: XLEU-0410 State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler
 Authors: Sonya Dickey, Sara Magee-Garcia Disposition Date: 03/11/2010
 Date Submitted: 02/11/2010 Disposition Status: Filed-Closed
 Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: XLEU-0410 Status of Filing in Domicile: Pending
 Project Number: XLEU-0410 Date Approved in Domicile:
 Requested Filing Mode: Review & Approval Domicile Status Comments: Filed on 2-10-10
 Explanation for Combination/Other: Market Type: Individual
 Submission Type: New Submission Group Market Size:
 Overall Rate Impact: Group Market Type:
 Filing Status Changed: 03/11/2010 Explanation for Other Group Market Type:
 State Status Changed: 03/11/2010
 Deemer Date: Created By: Sonya Dickey
 Submitted By: Sonya Dickey Corresponding Filing Tracking Number:
 Filing Description:
 RE: Medicare Supplement Advertisement
 Business Reply Envelope: XLEU-0410

Attached are copies of the above referenced material for your review and approval. This business reply envelope will be used along with previously approved direct mail material in your State to create an interest in the following Medicare Supplement Policies/Rider:

Policies/Rider Medicare Supplement Plans Approval Dates

P020AR A 8-12-09

SERFF Tracking Number: *PHYS-126496149* State: *Arkansas*
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *44814*
 Company Tracking Number: *XLEU-0410*
 TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.001 Plan A 2010*
 Product Name: *Med Supp*
 Project Name/Number: *XLEU-0410/XLEU-0410*

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

If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 1663. You may also contact me via email at Sonya.Dickey@physiciansmutual.com. Your assistance in getting the material approved for use in your State is greatly appreciated.

Company and Contact

Filing Contact Information

Sonya Dickey, sonya.dickey@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: \$50.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$50.00	02/11/2010	34135333

SERFF Tracking Number: *PHYS-126496149* State: *Arkansas*
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *44814*
Company Tracking Number: *XLEU-0410*
TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.001 Plan A 2010*
Product Name: *Med Supp*
Project Name/Number: *XLEU-0410/XLEU-0410*

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	03/11/2010	03/11/2010

SERFF Tracking Number: PHYS-126496149

State: Arkansas

Filing Company: Physicians Mutual Insurance Company

State Tracking Number: 44814

Company Tracking Number: XLEU-0410

TOI: MS08I Individual Medicare Supplement -
Standard Plans 2010

Sub-TOI: MS08I.001 Plan A 2010

Product Name: Med Supp

Project Name/Number: XLEU-0410/XLEU-0410

**Schedule
Form**

Schedule Item
XLEU-0410

Schedule Item Status Public Access
Filed Yes

SERFF Tracking Number: *PHYS-126496149* State: *Arkansas*
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *44814*
 Company Tracking Number: *XLEU-0410*
 TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.001 Plan A 2010*
 Product Name: *Med Supp*
 Project Name/Number: *XLEU-0410/XLEU-0410*

Form Schedule

Lead Form Number: XLEU-0410

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/11/2010	XLEU-0410	Advertising	XLEU-0410	Initial			XLEU-0410.pdf



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

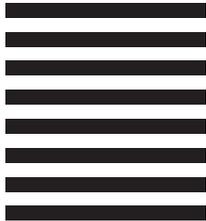
FIRST-CLASS MAIL PERMIT NO. 372 OMAHA NE

POSTAGE WILL BE PAID BY ADDRESSEE

Physicians Mutual Insurance Company®

PO BOX 641220

OMAHA NE 68164-9904



010-0410