

SERFF Tracking Number: PHYS-126509467 State: Arkansas  
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 44914  
Company Tracking Number: PMA1627B  
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010  
Standard Plans 2010  
Product Name: Med Sup/LTC  
Project Name/Number: PMA1627B/PMA1627B

## Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup/LTC SERFF Tr Num: PHYS-126509467 State: Arkansas  
TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 44914  
Standard Plans 2010 Closed  
Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: PMA1627B State Status: Filed-Closed  
Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
Disposition Date: 03/17/2010  
Authors: Sonya Dickey, Sara Magee-Garcia  
Date Submitted: 02/19/2010 Disposition Status: Filed-Closed  
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: PMA1627B Status of Filing in Domicile: Pending  
Project Number: PMA1627B Date Approved in Domicile:  
Requested Filing Mode: Review & Approval Domicile Status Comments: Filed in Nebraska on 2/19/2010.  
Explanation for Combination/Other: Market Type: Individual  
Submission Type: New Submission Group Market Size:  
Overall Rate Impact: Group Market Type:  
Filing Status Changed: 03/17/2010 Explanation for Other Group Market Type:  
State Status Changed: 03/17/2010  
Deemer Date: Created By: Sara Magee-Garcia  
Submitted By: Sara Magee-Garcia Corresponding Filing Tracking Number:  
PMA1627B

Filing Description:

RE: Medicare Supplement Insurance & Long Term Care Insurance Advertisement  
Invitation to Inquire: PMA1627B

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 create an interest in the following Policies/Rider:  
Policies/Rider Medicare Supplement Plans Approval Dates

SERFF Tracking Number: *PHYS-126509467* State: *Arkansas*  
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *44914*  
 Company Tracking Number: *PMA1627B*  
 TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.001 Plan A 2010*  
 Product Name: *Med Sup/LTC*  
 Project Name/Number: *PMA1627B/PMA1627B*

P020AR A 8-12-09  
 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.

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](mailto: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: \$50.00

SERFF Tracking Number: *PHYS-126509467* State: *Arkansas*  
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *44914*  
Company Tracking Number: *PMA1627B*  
TOI: *MS081 Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS081.001 Plan A 2010*  
Product Name: *Med Sup/LTC*  
Project Name/Number: *PMA1627B/PMA1627B*  
Retaliatory? **No**  
Fee Explanation:  
Per Company: **No**

| COMPANY                             | AMOUNT  | DATE PROCESSED | TRANSACTION # |
|-------------------------------------|---------|----------------|---------------|
| Physicians Mutual Insurance Company | \$50.00 | 02/19/2010     | 34314731      |

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TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.001 Plan A 2010*  
Product Name: *Med Sup/LTC*  
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## Correspondence Summary

### Dispositions

| <b>Status</b> | <b>Created By</b> | <b>Created On</b> | <b>Date Submitted</b> |
|---------------|-------------------|-------------------|-----------------------|
| Filed-Closed  | Stephanie Fowler  | 03/17/2010        | 03/17/2010            |



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State: *Arkansas*

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TOI: *MS08I Individual Medicare Supplement -  
Standard Plans 2010*

Sub-TOI: *MS08I.001 Plan A 2010*

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**Schedule  
Form**

**Schedule Item**  
PMA1627B

**Schedule Item Status Public Access**  
Filed Yes

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## Form Schedule

**Lead Form Number: PMA1627B**

| Schedule Item Status | Form Number | Form Type   | Form Name | Action  | Action Specific Data | Readability | Attachment   |
|----------------------|-------------|-------------|-----------|---------|----------------------|-------------|--------------|
| Filed<br>03/17/2010  | PMA1627B    | Advertising | PMA1627B  | Initial |                      |             | PMA1627B.pdf |

[AddressLine1xxxxxxxxxxx, AddressLine2xxxxxxxx, City, XX 99999]  
[Telephone1: 999-999-9999 Telephone2: 999-999-9999]

Dear [Sample A. Sample],

I recently became a producer representing the Physicians Mutual family. I chose the Physicians Mutual family because I believe in the products they offer and take pride in working for a strong, reputable company. Since 1902 they've been helping hardworking people just like you and me.

I'd like to tell you more about us. When you choose us, you'll get a producer who will treat you with **kindness and respect**. We provide **caring service** ... the kind of service you would get from a neighborhood store. We greet you with a smile and know your name – because **you are not a number here**, but a person we care about. We help provide solutions to your insurance concerns.

We deliver on our promises each and every day ... in simple terms, we make sure your claims are paid quickly. Basically, we try to make the insurance process a little easier – because **good insurance shouldn't be hard to understand**.

We offer these dependable insurance products:

- Medicare Supplement
- Life
- Annuities
- Long-Term Care
- Dental
- Cancer

I'll call you within the next few weeks to arrange a time to tell you about what we do and how we can help you. In the meantime, if you have any questions, please call me at [XXX-XXX-XXXX].

*I'll work  
with you!*

Sincerely,

[Variable  
Photo]

[Producer Name]  
[AR Only: Insurance Producer License # XXXXXXXX]  
[Insurance Producer]  
[emailaddress@emailaddress.com]

*Why wait?  
Call me today!*

P.S. We care about you and we'll provide you with honest and straightforward answers. When you purchase insurance from the Physicians Mutual family, you become part of a community that is listened to and treated with respect. Isn't that the way it should be? That's what **Insurance for all of us<sup>™</sup>** is all about.

Physicians Mutual Insurance Company offers reliable cancer, medicare supplement, long-term care and dental insurance coverage. P020/P025/P026/P027/B345/P145/P146/P147/P148/C250A/P150/P176. Physicians Life Insurance Company provides important life insurance, as well as annuities. L708/L712/L726/L728/L729/L730/L732/L762/AP100/AP110/AP111/AP112/AP114/AP116. I understand there is no cost or obligation for this solicitation of insurance and that a producer will contact me. Product availability varies by state.

We are not connected with or endorsed by the U.S. Government or the Federal Medicare Program.