

SERFF Tracking Number: PHYS-126541717 State: Arkansas  
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 45182  
Company Tracking Number: LTC-AA  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.003 Other  
Product Name: LTC  
Project Name/Number: LTC-AA/LTC-AA

## Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: LTC SERFF Tr Num: PHYS-126541717 State: Arkansas  
TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed State Tr Num: 45182  
Sub-TOI: LTC03I.003 Other Co Tr Num: LTC-AA State Status: Closed  
Filing Type: Advertisement Reviewer(s): Marie Bennett  
Authors: Sonya Dickey, Sara Magee-Garcia Disposition Date: 03/31/2010  
Date Submitted: 03/15/2010 Disposition Status: Filed  
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: LTC-AA Status of Filing in Domicile: Not Filed  
Project Number: LTC-AA 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: 03/31/2010 Explanation for Other Group Market Type:  
State Status Changed: 03/31/2010  
Deemer Date: Created By: Sara Magee-Garcia  
Submitted By: Sara Magee-Garcia Corresponding Filing Tracking Number: LTC-AA

Filing Description:

RE: Long Term Care Insurance Advertisements

Internal Computer Screens: LTC-AA, IHP-DTL-001 (07/01/2004), IHP-LEAD-001 (11/16/2007)

Computer Screen Shell: IHP-REC-001 (11/16/2007)

Attached are copies of the above referenced material for your review and approval. This material will be used in your state to create an interest in the following Long Term Care policies:

Policies Approval Dates

P145AR 8-11-04

P146AR 8-11-04

SERFF Tracking Number:      *PHYS-126541717*      State:      *Arkansas*  
 Filing Company:      *Physicians Mutual Insurance Company*      State Tracking Number:      *45182*  
 Company Tracking Number:      *LTC-AA*  
 TOI:      *LTC03I Individual Long Term Care*      Sub-TOI:      *LTC03I.003 Other*  
 Product Name:      *LTC*  
 Project Name/Number:      *LTC-AA/LTC-AA*  
 P147AR      8-11-04  
 P148AR      8-11-04

The computer screens will be used by our customer service representatives should a consumer inquire about the Long Term Care products available in their state. Internal computer screen form number LTC-AA and computer screen shell form number IHP-DISC-001 (07/01/2004) appear first. Computer screen shell form number IHP-DISC-001 (07/01/2004) corresponds to our internal computer screen shell which does not change. If the customer service representative clicks on the LTC-Long Term Care Insurance link located on form number LTC-AA, computer screen IHP-DTL-001 (07/01/2004) will then display. Should the customer service representative click on the person icon located on form number LTC-AA, computer screen IHP-LEAD-001 (11/16/2007) will then display.

At this time our customer service representative will not provide the consumer with any product information. Agent leads will be sent to our local agent offices per the consumer's request for more information.

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, Advertising Compliance      sara.magee-garcia@physiciansmutual.com  
 Coordinator  
 2600 Dodge Street      402-930-2633 [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:      \$200.00  
 Retaliatory?      No  
 Fee Explanation:      \$50 per form, 4 forms included

SERFF Tracking Number: *PHYS-126541717* State: *Arkansas*  
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *45182*  
Company Tracking Number: *LTC-AA*  
TOI: *LTC03I Individual Long Term Care* Sub-TOI: *LTC03I.003 Other*  
Product Name: *LTC*  
Project Name/Number: *LTC-AA/LTC-AA*  
Per Company: *No*

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$200.00	03/15/2010	34885168

SERFF Tracking Number: *PHYS-126541717* State: *Arkansas*  
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *45182*  
Company Tracking Number: *LTC-AA*  
TOI: *LTC03I Individual Long Term Care* Sub-TOI: *LTC03I.003 Other*  
Product Name: *LTC*  
Project Name/Number: *LTC-AA/LTC-AA*

## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed	Marie Bennett	03/31/2010	03/31/2010

*SERFF Tracking Number:*      *PHYS-126541717*                      *State:*                      *Arkansas*  
*Filing Company:*              *Physicians Mutual Insurance Company*              *State Tracking Number:*      *45182*  
*Company Tracking Number:*      *LTC-AA*  
*TOI:*                      *LTC03I Individual Long Term Care*              *Sub-TOI:*                      *LTC03I.003 Other*  
*Product Name:*              *LTC*  
*Project Name/Number:*      *LTC-AA/LTC-AA*

## **Disposition**

Disposition Date: 03/31/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: *PHYS-126541717* State: *Arkansas*  
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *45182*  
 Company Tracking Number: *LTC-AA*  
 TOI: *LTC03I Individual Long Term Care* Sub-TOI: *LTC03I.003 Other*  
 Product Name: *LTC*  
 Project Name/Number: *LTC-AA/LTC-AA*

<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form</b>	LTC-AA		Yes
<b>Form</b>	IHP-DTL-001 (07/01/2004)		Yes
<b>Form</b>	IHP-LEAD-001 (11/16/2007)		Yes
<b>Form</b>	IHP-REC-001 (11/16/2007)		Yes

SERFF Tracking Number: PHYS-126541717 State: Arkansas  
 Filing Company: Physicians Mutual Insurance Company State Tracking Number: 45182  
 Company Tracking Number: LTC-AA  
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.003 Other  
 Product Name: LTC  
 Project Name/Number: LTC-AA/LTC-AA

## Form Schedule

### Lead Form Number: LTC-AA

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	LTC-AA	Advertising	LTC-AA	Initial			LTC-AA.pdf
	IHP-DTL-001	Advertising	IHP-DTL-001 (07/01/2004)	Initial			IHP-DTL-001 (07012004).pdf
	IHP-LEAD-001	Advertising	IHP-LEAD-001 (11/16/2007)	Initial			IHP-LEAD-001 (11162007).pdf
	IHP-REC-001	Advertising	IHP-REC-001 (11/16/2007)	Initial			LTC-AA.pdf

Products

Product Name	As low as(\$)	Highlights	Perform Action
--------------	---------------	------------	----------------

**Physicians Mutual Insurance Company offers:**

<b>LTC - Long Term Care Insurance</b>	N/A	<b>Highli</b>	-  -
---------------------------------------	-----	---------------	---

Lead only - No product detail available

LTC-AA

Exit

IHP-REC-001(11/16/2007)



Products ? - □

Products Agent Lead Disposition

Now a company agent/producer will contact you.

**Lead ID** LTC - Long Term Care Insurance

**Best Time** No Preference ▾

**Best Day** No Preference ▾

**Memo** \*Maximum allowed characters - 50

Return to products Submit Lead Exit

IHP-LEAD-001(11/16/2007)

Products

Product Name	As low as(\$)	Highlights	Perform Action
--------------	---------------	------------	----------------

**Physicians Mutual Insurance Company offers:**

<b>LTC - Long Term Care Insurance</b>	N/A	<b>Highli</b>	-  -
---------------------------------------	-----	---------------	---

Lead only - No product detail available

LTC-AA

Exit

IHP-REC-001(11/16/2007)