

SERFF Tracking Number: PHYS-126954949 State: Arkansas  
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 47557  
Company Tracking Number: MS2  
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010  
Standard Plans 2010  
Product Name: Med Sup  
Project Name/Number: MS2/MS2

## Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup SERFF Tr Num: PHYS-126954949 State: Arkansas  
TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 47557  
Standard Plans 2010 Closed  
Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: MS2 State Status: Filed-Closed  
Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
Disposition Date: 01/13/2011  
Authors: Sonya Dickey, Sara Magee-Garcia  
Date Submitted: 12/20/2010 Disposition Status: Filed-Closed  
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: MS2 Status of Filing in Domicile: Pending  
Project Number: MS2 Date Approved in Domicile:  
Requested Filing Mode: Review & Approval Domicile Status Comments: Filed with  
Nebraska on 12/20/2010.  
Explanation for Combination/Other: Market Type: Individual  
Submission Type: New Submission Individual Market Type:  
Overall Rate Impact: Filing Status Changed: 01/13/2011  
State Status Changed: 01/13/2011  
Deemer Date: Created By: Sara Magee-Garcia  
Submitted By: Sara Magee-Garcia Corresponding Filing Tracking Number: MS2  
Filing Description:  
RE: Medicare Supplement Advertisements-  
Homepage website banner advertisements: MS2, MS3

Attached are copies of the above referenced material for your review and approval. This material will be used to create an interest in the following Medicare Supplement Policies/Rider:

Policies/Rider Medicare Supplement Plans Approval Dates

P020AR A 8-12-09

P025AR F 8-12-09

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

The advertisements will appear on our corporate home page. Should the consumer click on the banner advertisements, he or she would be taken to our previously approved Medicare Supplement product specific web pages. The Supporting Documentation tab includes a pdf of how the banners will appear on the home page.

If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 2633 or (402) 930-2633. 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

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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 | 12/20/2010     | 43107823      |

SERFF Tracking Number: *PHYS-126954949* State: *Arkansas*  
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *47557*  
Company Tracking Number: *MS2*  
TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.001 Plan A 2010*  
Product Name: *Med Sup*  
Project Name/Number: *MS2/MS2*

## Correspondence Summary

### Dispositions

| <b>Status</b> | <b>Created By</b> | <b>Created On</b> | <b>Date Submitted</b> |
|---------------|-------------------|-------------------|-----------------------|
| Filed-Closed  | Stephanie Fowler  | 01/13/2011        | 01/13/2011            |



SERFF Tracking Number: PHYS-126954949

State: Arkansas

Filing Company: Physicians Mutual Insurance Company

State Tracking Number: 47557

Company Tracking Number: MS2

TOI: MS081 Individual Medicare Supplement -  
Standard Plans 2010

Sub-TOI: MS081.001 Plan A 2010

Product Name: Med Sup

Project Name/Number: MS2/MS2

| <b>Schedule</b>            | <b>Schedule Item</b> | <b>Schedule Item Status</b> | <b>Public Access</b> |
|----------------------------|----------------------|-----------------------------|----------------------|
| <b>Supporting Document</b> | Mock up              | Filed                       | Yes                  |
| <b>Form</b>                | MS2                  | Filed                       | Yes                  |
| <b>Form</b>                | MS3                  | Filed                       | Yes                  |

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 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *47557*  
 Company Tracking Number: *MS2*  
 TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.001 Plan A 2010*  
 Product Name: *Med Sup*  
 Project Name/Number: *MS2/MS2*

## Form Schedule

### Lead Form Number: MS2

| Schedule Item       | Form Number | Form Type   | Form Name | Action  | Action Specific Data | Readability | Attachment |
|---------------------|-------------|-------------|-----------|---------|----------------------|-------------|------------|
| Filed<br>01/13/2011 | MS2         | Advertising | MS2       | Initial |                      |             | MS2.pdf    |
| Filed<br>01/13/2011 | MS3         | Advertising | MS3       | Initial |                      |             | MS3.pdf    |

# Will Medicare cover everything?

Learn More 

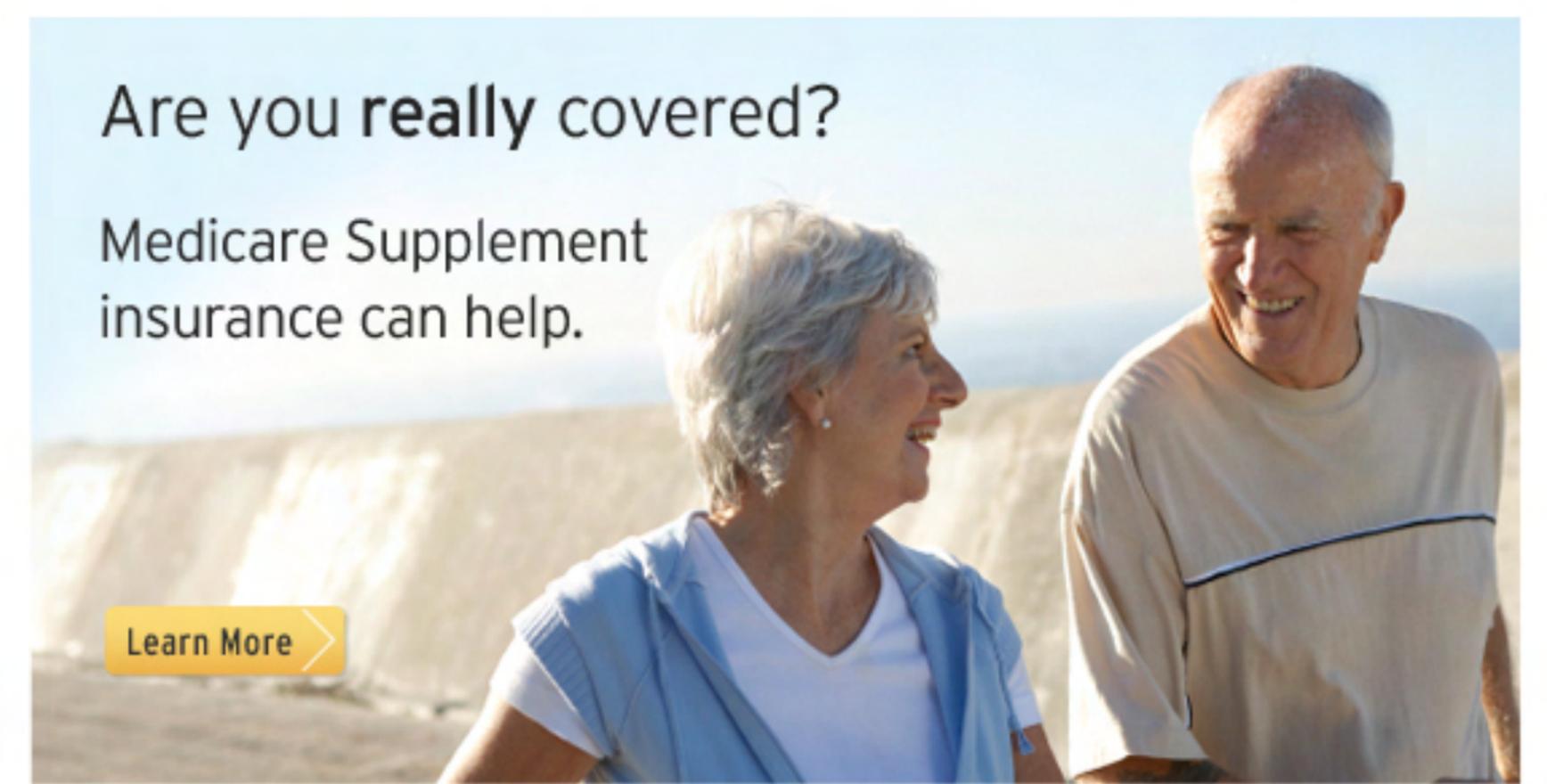


1 of 4

MS2

PRINT 

TEXT SIZE  A A A

An elderly couple is shown in a desert landscape, smiling and looking at each other. The woman is on the left, wearing a light blue vest over a white shirt. The man is on the right, wearing a light-colored t-shirt. The background shows rolling sand dunes under a clear blue sky.

# Are you **really** covered?

Medicare Supplement  
insurance can help.

Learn More 



1 of 4

MS3

PRINT 

TEXT SIZE  A A A

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## Supporting Document Schedules

|                          |         | <b>Item Status:</b> | <b>Status</b>              |
|--------------------------|---------|---------------------|----------------------------|
| <b>Satisfied - Item:</b> | Mock up | Filed               | <b>Date:</b><br>01/13/2011 |

### Comments:

The attached pdf displays how the banners will appear on the home page. The area indicated with brackets will display web banners MS2 and MS3.

### Attachment:

MS2 homepage.pdf



Physicians Mutual®

Insurance for all of us.®

My Account [Log In](#)

[Home](#)

[Contact Us](#)

[Customer Center](#)

[About Us](#)

[Careers](#)

[Products](#)

[Medicare Supplement](#)

[Life Insurance](#)

[Dental Insurance](#)

[Supplemental Health](#)

[Long-Term Care Insurance](#)

[Annuities](#)

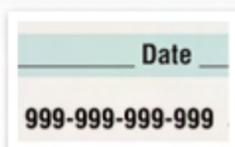
## Personal Offer Code

Did you receive an offer from us? **Enter your personal offer code below** to get more information about the insurance coverage.

999 999 999 999

GO

Where can I find my Personal Offer Code?  
– Click the image to enlarge



## Will Medicare cover everything?



[Learn More](#)

< || > 1 of 4

MS2

PRINT TEXT SIZE [A](#) [A](#) [A](#)

## Customer Center

Quick links to the most common requests.

- [Pay Bill Online](#)
- [Change of Address](#)
- [Automatic Bank Withdrawal](#)
- [File a Claim](#)

### My Account

User ID

GO

Don't have an account?  
– [Sign up now!](#)

## Newsletter

Stay Informed  
— Join Our Mailing List!

Email

GO



## Our videos

Learn more about insurance and how Physicians Mutual can protect you and your family by visiting our [YouTube channel](#).



YouTube

## Highlights



### Worried About Paying for Retirement?

You want a happy retirement, but you need the dollars to pay for it. Find out how an annuity can help start the year right – and keep your income steady.

[Learn More](#)



### Take the Guesswork Out of Life Insurance

Life insurance is an important matter – don't leave it up to chance. Find out if you have enough, and how much you really need.

[Learn More](#)



### Your Change Agent

If you're looking to make better choices when it comes to insurance, our knowledgeable advisors can help you find your way. Even better, we've got one nearby. Find your trusted advisor today.

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Physicians Mutual Insurance Company • Physicians Life Insurance Company  
2600 Dodge Street, Omaha, Nebraska 68131

Physicians Mutual Insurance Company offers reliable Medicare Supplement, dental, supplemental health and long-term care insurance.

Physicians Life Insurance Company provides important life insurance, as well as annuities.

In CO/LA/MD/MO: Our Medicare Supplement insurance is available for people under age 65.

Neither Physicians Mutual Insurance Company nor its agents are connected with or endorsed by the U.S. Government or the Federal Medicare Program.

Please note that our products are not available in all states.

The people and stories shown above are fictional. Their stories represent the community of our customers.

This website is not intended for use outside the United States.