

SERFF Tracking Number: PHYS-126966982 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 47621
Company Tracking Number: PMA3415AR
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Med Sup/LTC
Project Name/Number: PMA3415AR/PMA3415AR

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup/LTC SERFF Tr Num: PHYS-126966982 State: Arkansas
TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed State Tr Num: 47621
Standard Plans 2010
Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: PMA3415AR State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Disposition Date: 01/26/2011
Authors: Sonya Dickey, Sara Magee-Garcia
Date Submitted: 12/30/2010 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: PMA3415AR Status of Filing in Domicile: Pending
Project Number: PMA3415AR Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Individual Market Type:
Overall Rate Impact: Filing Status Changed: 01/26/2011
State Status Changed: 01/26/2011
Deemer Date: Created By: Sara Magee-Garcia
Submitted By: Sara Magee-Garcia Corresponding Filing Tracking Number:
PMA3415AR

Filing Description:

RE: Medicare Supplement & Long Term Care Advertisements
Invitation to Inquire with a Reply Card-
Letter portion: PMA3415AR
Reply Card portion: PMA3415ARa

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/riders:
Policies/Rider Medicare Plans Approval Dates

SERFF Tracking Number: *PHYS-126966982* State: *Arkansas*
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *47621*
Company Tracking Number: *PMA3415AR*
TOI: *MS081 Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS081.001 Plan A 2010*
Product Name: *Med Sup/LTC*
Project Name/Number: *PMA3415AR/PMA3415AR*
Fee Explanation: *\$50 per form, 2 forms included*
Per Company: *No*

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$100.00	12/30/2010	43337934

SERFF Tracking Number: *PHYS-126966982* State: *Arkansas*
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *47621*
Company Tracking Number: *PMA3415AR*
TOI: *MS081 Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS081.001 Plan A 2010*
Product Name: *Med Sup/LTC*
Project Name/Number: *PMA3415AR/PMA3415AR*

Correspondence Summary

Dispositions

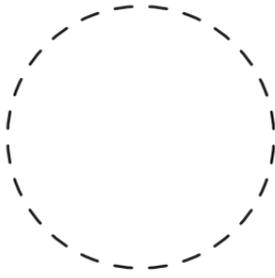
Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	01/26/2011	01/26/2011

SERFF Tracking Number: *PHYS-126966982* State: *Arkansas*
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Form Schedule

Lead Form Number: PMA3415AR

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/26/2011	PMA3415A	Advertising	PMA3415AR	Initial			PMA3415AR.pdf
Filed 01/26/2011	PMA3415A	Advertising	PMA3415ARa	Initial			PMA3415AR.pdf



It's As Easy As Pie!

See What You're Missing ...

The Physicians Mutual family has a variety of coverages to help meet your insurance needs.

Maybe we should talk.

<p>Contact Producer Name at Phone Number or Email@EmailAddress.com</p>	<p><i>Producer Photo</i></p>
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PMA3415AR

▼ You can also mail the attached card. ▼

PhysiciansMutual.com

Yes! I'd like more information and personal service from a producer of the Physicians Mutual family.

Please tell me more about the following **INSURANCE** products and any available **DISCOUNTS**: (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Long-Term Care Insurance | <input type="checkbox"/> Medicare Supplement Insurance Policy |
| <input type="checkbox"/> Life Insurance | <input type="checkbox"/> Annuities |
| <input type="checkbox"/> Dental Insurance | |
| <input type="checkbox"/> Cancer Insurance | |

Name _____

Address _____

City _____ State _____ ZIP _____

Telephone Number (_____) _____

We are not connected with, nor endorsed by, the U.S. Government or the Federal Medicare Program.

A producer will provide complete details about these valuable products including costs and limitations. Physicians Mutual Insurance Company offers Long-Term Care Insurance, Dental Insurance, Cancer Insurance and Medicare Supplement.

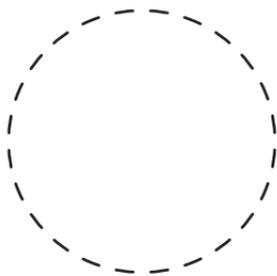
P020/P025/P026/P027/B345/P145/P146/P147/P148/C250A/P176. Physicians Life Insurance Company offers Life Insurance and Annuities. L708/L712/L726/L730/L731/L732/L762/API00/API10/API11/API12/API14/API16/API17.

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Lead ID # _____

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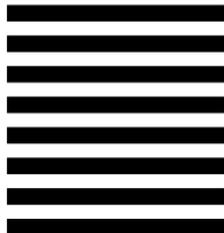
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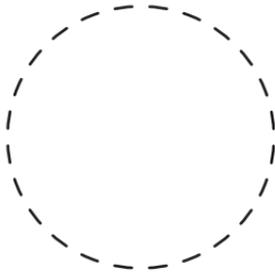
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Omaha, NE 68164-9903





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| <input type="checkbox"/> Dental Insurance | |
| <input type="checkbox"/> Cancer Insurance | |

Name _____

Address _____

City _____ State _____ ZIP _____

Telephone Number (_____) _____

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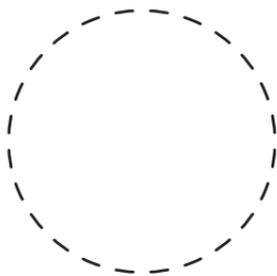
P020/P025/P026/P027/B345/P145/P146/P147/P148/C250A/P176.
Physicians Life Insurance Company offers Life Insurance and Annuities.
L708/L712/L726/L730/L731/L732/L762/API00/API10/API11/API12/API14/API16/API17.

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