

SERFF Tracking Number: *PHYS-127353779* State: *Arkansas*  
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *49471*  
 Company Tracking Number: *PMA3629ARA*  
 TOI: *MS09 Medicare Supplement - Other 2010* Sub-TOI: *MS09.000 Medicare Supplement Other 2010*  
 Product Name: *Med Sup*  
 Project Name/Number: *PMA3629ARA/PMA3629ARA*

## Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup

SERFF Tr Num: PHYS-127353779 State: Arkansas

TOI: MS09 Medicare Supplement - Other 2010

SERFF Status: Closed-Filed-Closed

State Tr Num: 49471

Sub-TOI: MS09.000 Medicare Supplement Other 2010

Co Tr Num: PMA3629ARA

State Status: Filed-Closed

Filing Type: Advertisement

Authors: Sonya Dickey, Sara Magee-Garcia

Reviewer(s): Stephanie Fowler

Disposition Date: 08/25/2011

Date Submitted: 08/04/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: PMA3629ARA

Project Number: PMA3629ARA

Requested Filing Mode: Review & Approval

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments: Filed with Nebraska on 8/4/2011.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 08/25/2011

State Status Changed: 08/25/2011

Deemer Date:

Created By: Sara Magee-Garcia

Submitted By: Sara Magee-Garcia

Corresponding Filing Tracking Number: PMA3629ARA

Filing Description:

RE: Medicare Supplement Insurance Advertisements

Invitations to Inquire with Reply Cards-

Letter portion of form: PMA3629ARA

Reply Card portion of form: PMA3629AR

Letter portion of form: PMA3630ARA

Reply Card portion of form: PMA3630AR

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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 solicit the following Medicare Supplement policies:

- Policies Medicare Plans Approval Dates  
 P020AR A 8-12-09  
 P025AR F 8-12-09  
 P026AR G 8-12-09  
 P027AR High Ded F 8-12-09  
 P029AR N 5-11-11  
 High Deductible Premium Discount Rider B345 8-12-09

If you have any questions concerning the 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 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  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
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Physicians Mutual Insurance Company \$200.00 08/04/2011 50371788

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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	08/25/2011	08/25/2011

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## **Disposition**

Disposition Date: 08/25/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form</b>	PMA3629ARA	Filed-Closed	Yes
<b>Form</b>	PMA3629AR	Filed-Closed	Yes
<b>Form</b>	PMA3630ARA	Filed-Closed	Yes
<b>Form</b>	PMA3630AR	Filed-Closed	Yes

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## Form Schedule

### Lead Form Number: PMA3629ARA

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 08/25/2011	PMA3629A	Advertising	PMA3629ARA	Initial			PMA3629AR.pdf
Filed-Closed 08/25/2011	PMA3629A	Advertising	PMA3629AR	Initial			PMA3629AR.pdf
Filed-Closed 08/25/2011	PMA3630A	Advertising	PMA3630ARA	Initial			PMA3630AR.pdf
Filed-Closed 08/25/2011	PMA3630A	Advertising	PMA3630AR	Initial			PMA3630AR.pdf

– URGENT –

NEW MEDICARE SUPPLEMENT  
INSURANCE OPTIONS  
AVAILABLE

If you are age 64 or above and are considering, or already own, a Medicare Supplement insurance policy, you need to be aware of the plans available in your area. You may be eligible for benefits and discounts that could **save you hundreds of dollars** each year.

Now more than ever, you should make sure you have the right Medicare Supplement coverage for your situation.

We offer a choice of insurance options ***plus an innovative option no one else offers!***

For FREE information on the plans and benefits available, return the postage-paid inquiry card today!

I understand I have no cost or obligation when a producer contacts me to answer my questions regarding Medicare Supplement insurance policies. Physicians Mutual Insurance Company is 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 cost and limitations.  
P020/P025/P026/P027/P029; B345

PMA3629ARA

▼ Detach and Mail Today ▼

**Mail Today or Call Toll-Free [1-999-999-9999]**

**YES.** I would like FREE information about changes in Medicare and details about the Medicare Supplement options available to me. Also provide me a FREE copy of "A Guide to Health Insurance for People with Medicare."

**YES.** I want information on a prescription drug savings card.

999999999999 999999 9999  
Sample J. Samplexxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx  
Address 2xxxxxxxxxxxxx  
Address 1xx  
City, State Zip

Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_ Phone (\_\_\_\_)\_\_\_\_\_

5741

Intelligent Mail Barcode  
9999999999 999999 9999 Pre65 Prospect  
Sample J. Samplexxxxxxxxxxxxxxxxxxxxxxxxxxxx  
Address 2xxxxxxxxxxxx  
Address 1xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx  
City, State Zip

— IMPORTANT MEDICARE UPDATE • OPEN AT ONCE —

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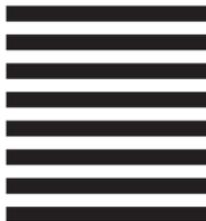


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# – IMPORTANT – Medicare Open Enrollment Information

As you near age 65, you will be in your  
“Open Enrollment” period.

During this time, you are **GUARANTEED**  
the Medicare Supplement insurance policy of your choice  
*without medical questions.*

**You only have this ONE open enrollment  
in your lifetime.**

Learn how to make an informed choice  
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