

SERFF Tracking Number: *PHYS-127363069* State: *Arkansas*
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *49519*
 Company Tracking Number: *PMA3623*
 TOI: *MS06 Medicare Supplement - Other* Sub-TOI: *MS06.000 Medicare Supplement - Other*
 Product Name: *Med Sup/LTC*
 Project Name/Number: *PMA3623AR/PMA3623AR*

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup/LTC

SERFF Tr Num: PHYS-127363069 State: Arkansas

TOI: MS06 Medicare Supplement - Other

SERFF Status: Closed-Filed-Closed

State Tr Num: 49519

Sub-TOI: MS06.000 Medicare Supplement - Other

Co Tr Num: PMA3623

State Status: Filed-Closed

Filing Type: Advertisement

Authors: Sonya Dickey, Sara Magee-Garcia

Reviewer(s): Stephanie Fowler

Disposition Date: 09/01/2011

Date Submitted: 08/10/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: PMA3623AR

Status of Filing in Domicile: Pending

Project Number: PMA3623AR

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: Filed in Nebraska on 8/10/ 2011.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 09/01/2011

State Status Changed: 09/01/2011

Deemer Date:

Created By: Sara Magee-Garcia

Submitted By: Sara Magee-Garcia

Corresponding Filing Tracking Number: PMA3623AR

Filing Description:

RE: Medicare Supplement Insurance & Long Term Care Advertisements

Invitations to Inquire with Reply Cards-

Letter portion of form: PMA3623AR

Reply Card portion of form: PMA3623ARa

Letter portion of form: PMA3628

Reply Card portion of form: PMA3628ARa

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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

This material will be used by licensed agents in your state to solicit 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

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

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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 #
Physicians Mutual Insurance Company	\$200.00	08/10/2011	50521113

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/01/2011	09/01/2011

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Disposition

Disposition Date: 09/01/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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State: *Arkansas*

Filing Company: *Physicians Mutual Insurance Company*

State Tracking Number: *49519*

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PMA3623AR	Filed-Closed	Yes
Form	PMA3623ARa	Filed-Closed	Yes
Form	PMA3628	Filed-Closed	Yes
Form	PMA3628ARa	Filed-Closed	Yes

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Form Schedule

Lead Form Number: PMA3623AR

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed- Closed 09/01/2011	PMA3623A	Advertising	PMA3623AR	Initial			PMA3623AR.pdf
Filed- Closed 09/01/2011	PMA3623A	Advertising	PMA3623ARa	Initial			PMA3623AR.pdf
Filed- Closed 09/01/2011	PMA3628	Advertising	PMA3628	Initial			PMA3628AR.pdf
Filed- Closed 09/01/2011	PMA3628A	Advertising	PMA3628ARa	Initial			PMA3628AR.pdf

[2011] Medicare Update

The Federal Government has announced the guidelines for Medicare Reform. How will these changes impact your health care requirements for Doctors, Hospitals, Prescriptions, Home Health Care and Long-Term Care?

Now more than ever, it's important for you to understand how these proposals can AFFECT YOU.

Learn more.

For FREE information, fill out and return this postage-paid, NO OBLIGATION card today.

You'll get FREE information on these options:

- [Medicare Supplement]
- [Final Expense]
- [Dental Protection]
- [Long-Term Care]
- [Prescription Drug Savings Card]
- [Fixed Annuities]

I understand I have no cost or obligation when a producer contacts me to provide complete details including costs and limitations. Physicians Mutual Insurance Company offers Long-Term Care Insurance, Dental Insurance and Medicare Supplement. Physicians Life Insurance Company offers Life Insurance and Annuities.

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

PMA3623AR

▼ Detach and Mail Today ▼

YES. I would like FREE information on:

- [Medicare Supplement Protection, including a FREE copy of "A Guide to Health Insurance for People with Medicare."]
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Date of Birth ____/____/____ Phone (____)_____

99999999999 999999 9999

Sample J. Samplexx

Address 2xxxxxxxxxxxxx

Address 1xxx

City, State Zip

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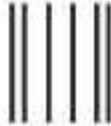
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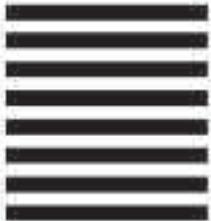


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- Get affordable dental coverage with no deductible and no annual limit on the number of benefits
- Avoid placing a financial burden on your family
- Keep health care costs from reducing your savings
- Reduce taxes on Social Security and interest income

For FREE insurance information, fill out and return this postage-paid, NO OBLIGATION card today.

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Physicians Mutual Insurance Company • Physicians Life Insurance Company

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Do you need help answering these questions?

- | | |
|--|---|
| <input type="checkbox"/> [How do I choose the best health care for retirement?] | <input type="checkbox"/> [How do I avoid placing a financial burden on my family if I get sick or pass away?] |
| <input type="checkbox"/> [How can I save money on my prescription drugs?] | <input type="checkbox"/> [How can I keep health care costs from reducing my savings?] |
| <input type="checkbox"/> [How do I get affordable dental coverage with no deductible and no annual limit on the number of benefits?] | <input type="checkbox"/> [How can I reduce taxes on my Social Security and interest income?] |

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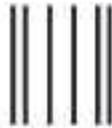
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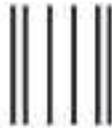
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