

SERFF Tracking Number: PHYS-127621431 State: Arkansas
 Filing Company: Physicians Mutual Insurance Company State Tracking Number: 49759
 Company Tracking Number: XQFD-0210
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.012 Multi-Plan 2010
 Standard Plans 2010
 Product Name: Med Sup
 Project Name/Number: XQFD-0210/XQFD-0210

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup SERFF Tr Num: PHYS-127621431 State: Arkansas
 TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49759
 Sub-TOI: MS08I.012 Multi-Plan 2010 Co Tr Num: XQFD-0210 State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler
 Authors: Sonya Dickey, Sara Magee-Garcia Disposition Date: 09/27/2011
 Date Submitted: 09/12/2011 Disposition Status: Filed-Closed
 Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: XQFD-0210 Status of Filing in Domicile: Pending
 Project Number: XQFD-0210 Date Approved in Domicile:
 Requested Filing Mode: Review & Approval Domicile Status Comments: Filed with Nebraska on 9/12/2011.
 Explanation for Combination/Other: Market Type: Individual
 Submission Type: New Submission Individual Market Type:
 Overall Rate Impact: Filing Status Changed: 09/27/2011
 State Status Changed: 09/27/2011
 Deemer Date: Created By: Sara Magee-Garcia
 Submitted By: Sara Magee-Garcia Corresponding Filing Tracking Number: XQFD-0210

Filing Description:

RE: Medicare Supplement Insurance Advertisements
 Envelope: XQFD-0210
 Invitations to Inquire with Reply Cards:
 Letter Portion: PMA3230AR-1111
 Reply Portion: PMA3230AR-1111A
 Letter Portion: PMA3231AR-1111
 Reply Portion: PMA3231AR-1111A

SERFF Tracking Number: *PHYS-127621431* State: *Arkansas*
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *49759*
 Company Tracking Number: *XQFD-0210*
 TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.012 Multi-Plan 2010*
 Product Name: *Med Sup*
 Project Name/Number: *XQFD-0210/XQFD-0210*

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 can also contact me via email at Sara.Magee-Garcia@physiciansmutual.com. Your assistance in getting this 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:	\$250.00
Retaliatory?	No
Fee Explanation:	\$50 per form, 5 forms included
Per Company:	No

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TOI: *MS081 Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS081.012 Multi-Plan 2010*
Product Name: *Med Sup*
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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$250.00	09/12/2011	51475998

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/27/2011	09/27/2011

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	XQFD-0210	Filed-Closed	Yes
Form	PMA3230AR-1111	Filed-Closed	Yes
Form	PMA3230AR-1111A	Filed-Closed	Yes
Form	PMA3231AR-1111	Filed-Closed	Yes
Form	PMA3231AR-1111A	Filed-Closed	Yes

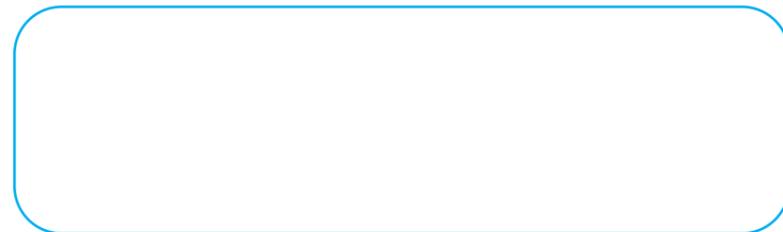
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Form Schedule

Lead Form Number: XQFD-0210

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 09/27/2011	XQFD-0210	Advertising	XQFD-0210	Initial			XQFD-0210.pdf
Filed-Closed 09/27/2011	PMA3230A R-1111	Advertising	PMA3230AR-1111	Initial			PMA3230AR-1111.pdf
Filed-Closed 09/27/2011	PMA3230A R-1111A	Advertising	PMA3230AR-1111A	Initial			PMA3230AR-1111.pdf
Filed-Closed 09/27/2011	PMA3231A R-1111	Advertising	PMA3231AR-1111	Initial			PMA3231AR-1111.pdf
Filed-Closed 09/27/2011	PMA3231A R-1111A	Advertising	PMA3231AR-1111A	Initial			PMA3231AR-1111.pdf

Physicians Mutual Insurance Company®



2600 Dodge Street • Omaha, NE 68131-2671

XQFD-0210

XHJJ-0210

Free Facts Certificate

YES! I would like FREE information on Medicare Supplement insurance policies from a Physicians Mutual agent. I understand there's no cost or obligation.

Date of Birth _____ Phone Number (_____)
Month Day Year

Email Address (for internal use only) _____

Intelligent Mail Barcode

9999999999 999999 9999
Sample J. Samplexxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
Address 2xxxxxxxxxxxx
Address 1xx
City, State Zip

XXX

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

PMA3230AR-1111A

www.XxxxxxxxxXxxxxxxxx.com

Physicians Mutual Insurance Company



DETACH AND SEND
THE CERTIFICATE ABOVE
OR CALL TOLL-FREE
1-800-XXX-XXXX

Dear Sample J. Sample,

Great news! Finding a Medicare Supplement insurance policy that fits your budget just got a whole lot easier!

Just call toll-free 1-800-XXX-XXXX or return the certificate above and you'll receive FREE Medicare Supplement information from Physicians Mutual Insurance Company.

You deserve simple answers from a straightforward company. Physicians Mutual can help you make some of the most important decisions you will ever make. You have our word on it. With our coverage ...

- You can choose your own doctors.
- Your claims can be processed electronically, which means no paperwork for you.
- You'll be backed by a company with a solid financial standing.
- You have an insurance option you can't find anywhere else!

Complete details, including costs and limitations, will be provided to you by a friendly company agent at no cost or obligation. Just call toll-free 1-800-XXX-XXXX or complete the attached certificate and mail it in the postage-free envelope.

Sincerely,
Michael J. Taylor
Michael J. Taylor
Senior Vice President

XHJJ-0210

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Date of Birth _____ Phone Number (_____)
Month Day Year

Email Address (for internal use only) _____

Intelligent Mail Barcode

9999999999 999999 9999
Sample J. Samplexxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
Address 2xxxxxxxxxxxx
Address 1xx
City, State Zip

XXX

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Intelligent Mail Barcode

99999999999 999999 9999

Sample J. Samplexx

Address 2xxxxxxxxxxxx

Address 1xx

City, State Zip

XXX

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Dear Sample J. Sample,

Great news! A more reasonable Medicare Supplement insurance policy may be just a phone call away!

Just call toll-free 1-800-XXX-XXXX or return the certificate above to receive a FREE Medicare Supplement price comparison from Physicians Mutual Insurance Company.

With a solid financial standing, Physicians Mutual promises you fast, friendly, personal service. In fact, our quality customer service is the very core of who we are. It's a commitment you can count on – today and tomorrow.

- Your satisfaction is guaranteed. You can return your policy within 30 days of receiving it for a full refund.
- You can choose your own doctors.
- Your claims can be processed electronically, which means no paperwork for you.
- You have an insurance option you can't find anywhere else!

Complete details, including costs and limitations, will be provided to you by a friendly Physicians Mutual agent at no cost or obligation. Just call toll-free 1-800-XXX-XXXX or complete the attached certificate and mail it in the postage-free envelope.

Sincerely,
Michael J. Taylor
Michael J. Taylor
Senior Vice President

We will not pay for confinement that begins, or expenses incurred while your policy is not in force, nor services of the type not covered by Medicare, unless specifically provided by the policy.

PMA3231AR-1111

P020, P025, P026, P027, P029

XHJJ-0210

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Intelligent Mail Barcode

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Address 2xxxxxxxxxxxx
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