

SERFF Tracking Number: PHYS-128232906 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number:
Company Tracking Number: PMA3727
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.004 Partnership
Product Name: LTC
Project Name/Number: PMA3727/PMA3727

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: LTC SERFF Tr Num: PHYS-128232906 State: Arkansas
TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed State Tr Num:
Sub-TOI: LTC03I.004 Partnership Co Tr Num: PMA3727 State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Donna Lambert
Disposition Date: 04/04/2012
Authors: Sonya Dickey, Sara Magee-Garcia
Date Submitted: 04/04/2012 Disposition Status: Filed
Implementation Date Requested: Implementation Date: 04/04/2012
State Filing Description:

General Information

Project Name: PMA3727 Status of Filing in Domicile: Pending
Project Number: PMA3727 Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments: Filed with
Nebraska on 4/4/2012.
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Individual Market Type:
Overall Rate Impact: Filing Status Changed: 04/04/2012
State Status Changed: 04/04/2012
Deemer Date: Created By: Sara Magee-Garcia
Submitted By: Sara Magee-Garcia Corresponding Filing Tracking Number:
PMA3727
Filing Description:
RE: Long Term Care Advertisements
Invitation to inquire brochures: PMA3727
Invitation to Inquire: PMA3728

Attached are copies of the above referenced material for your review. This material will be used to create an interest in the following Long Term Care policies:

Policies Approval Dates

P146AR 8-11-04

P147AR 8-11-04

SERFF Tracking Number: PHYS-128232906 State: Arkansas
 Filing Company: Physicians Mutual Insurance Company State Tracking Number:
 Company Tracking Number: PMA3727
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.004 Partnership
 Product Name: LTC
 Project Name/Number: PMA3727/PMA3727
 P148AR 8-11-04
 Long Term Care Partnership Program 2-19-09

If you have any questions concerning 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 this material approved for use is greatly appreciated.

State Narrative:

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: \$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	04/04/2012	57714245

SERFF Tracking Number: *PHYS-128232906* State: *Arkansas*
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number:
Company Tracking Number: *PMA3727*
TOI: *LTC03I Individual Long Term Care* Sub-TOI: *LTC03I.004 Partnership*
Product Name: *LTC*
Project Name/Number: *PMA3727/PMA3727*

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Donna Lambert	04/04/2012	04/04/2012

SERFF Tracking Number: *PHYS-128232906* State: *Arkansas*
Filing Company: *Physicians Mutual Insurance Company* State Tracking Number:
Company Tracking Number: *PMA3727*
TOI: *LTC03I Individual Long Term Care* Sub-TOI: *LTC03I.004 Partnership*
Product Name: *LTC*
Project Name/Number: *PMA3727/PMA3727*

Disposition

Disposition Date: 04/04/2012

Implementation Date: 04/04/2012

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: *PHYS-128232906*

State: *Arkansas*

Filing Company: *Physicians Mutual Insurance Company*

State Tracking Number:

Company Tracking Number: *PMA3727*

TOI: *LTC03I Individual Long Term Care*

Sub-TOI: *LTC03I.004 Partnership*

Product Name: *LTC*

Project Name/Number: *PMA3727/PMA3727*

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PMA3727	Filed	Yes
Form	PMA3728	Filed	Yes

SERFF Tracking Number: *PHYS-128232906* State: *Arkansas*
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number:
 Company Tracking Number: *PMA3727*
 TOI: *LTC03I Individual Long Term Care* Sub-TOI: *LTC03I.004 Partnership*
 Product Name: *LTC*
 Project Name/Number: *PMA3727/PMA3727*

Form Schedule

Lead Form Number: PMA3727

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 04/04/2012	PMA3727	Advertising PMA3727	Initial			PMA3727.pdf
Filed 04/04/2012	PMA3728	Advertising PMA3728	Initial			PMA3728.pdf

Answers to Your Questions

Why would I buy a Long-Term Care Partnership insurance policy?

A Partnership insurance policy helps protect your assets from Medicaid's spend-down rules if you use up all your insurance benefits. This protection can bring financial security and ease the worries of both you and your family.

What does Medicaid consider assets?

Countable assets may vary depending on the situation, but generally include bank accounts, stocks, bonds, mutual funds and secondary homes. Certain trusts may be counted if they meet specific requirements.

What requirements must Partnership insurance policies meet?

Requirements can vary by state. However, most states require the coverage to: be tax qualified; provide specific protection for consumers; and include certain kinds of inflation protection.

Where can I get more information?

The booklet *A Shopper's Guide to Long-Term Care Insurance* can provide you with more details. Published by the National Association of Insurance Commissioners, the guide provides important information to help you make informed decisions.

Get Your Free Guide Today

Contact your Physicians Mutual Insurance Company agent/producer to receive your free copy of *A Shopper's Guide to Long-Term Care Insurance*.

Physicians Mutual Insurance Company®



Physicians
Mutual®

Insurance for all of us.®

Information from:

"State Partnership Programs," www.longtermcare.gov, website of the National Clearinghouse for Long-Term Care, accessed March 27, 2011

"A Shopper's Guide to Long-Term Care Insurance," National Association of Insurance Commissioners (NAIC), 2010

Ohio Residents: You can obtain free information about long-term care insurance from the Ohio Department of Insurance by calling 1-800-686-1526.

Products and benefits may not be available in all states. When you respond, an insurance agent/producer will contact you with more information regarding this solicitation of insurance, including costs and limitations. Insurance Policy Form Numbers: P146, P147, P148 (in LA: P146LA, P147LA, P148LA; in OK: P146OK, P147OK, P148OK; in TN: P146TN, P147TN, P148TN).

PMA3727

© Physicians Mutual®, 2012

The Long-Term Care Partnership Program



Helping you protect your assets
if you apply for Medicaid

Physicians Mutual Insurance Company®



Physicians
Mutual®

Insurance for all of us.®

PMA3727

What You Need to Know About Medicaid

Medicaid is a state-run program that helps people get access to the health care they need, even if they can't afford the costs. However, Medicaid is often a last resort for many people because of its strict financial regulations.

Countable Assets

In order for Medicaid to pay your long-term care costs, you need to spend down your "countable assets" (in most states, the asset limit is \$2,000 for a single person).

Countable assets are bank accounts, stocks, bonds, mutual funds and secondary homes. Certain trusts may be considered countable, but they have to meet specific requirements. Primary homes, personal belongings and one car are normally not included.

Transferring Assets

Many people plan on spending down assets by transferring them to family members. However, states have tightened restrictions regarding this practice by extending the "look back" period to five years.

That means if you've transferred funds within five years of applying for Medicaid, you may be subject to a penalty period where you are not eligible for Medicaid for a certain amount of time.

Estate Recovery

After you pass away, the state may attempt to recover from your estate the money paid for your long-term care services. Because of this, you shouldn't think of Medicaid benefits as an entitlement.

How the Long-Term Care Partnership Program Works

People generally go on Medicaid when they cannot afford the cost of their care. However, in order to qualify for Medicaid and have it pay long-term care costs, you must meet certain requirements, including using up (or "spending down") the majority of your assets.

Fortunately, with a Partnership insurance policy, you are able to keep your assets up to a certain amount — you would not need to spend down those assets to qualify for Medicaid.

Therefore, your assets can be protected ... to use as you wish or to leave to your loved ones.

Dollar-for-Dollar Method

The amount of assets you can keep if you need to go on Medicaid is determined by using the dollar-for-dollar method.

In this method, you keep \$1 of assets for every dollar you receive in benefits from a Partnership insurance policy.

Essentially, you are able to help protect your assets up to the maximum benefit amount of your long-term care insurance policy.

A Brief Example

Mary has a Partnership insurance policy with a maximum benefit of \$100,000. She requires long-term care and qualifies for benefits. Then, she uses up all her benefits and applies for Medicaid.

If Mary didn't have a Partnership insurance policy, she would only be able to keep \$2,000 in assets in order to qualify for Medicaid (her state would receive this money after her death).

However, because Mary has a Partnership insurance policy, she can protect \$100,000 in assets and still apply for Medicaid (her state would not receive this money after her death). Any assets over \$100,000 would have to be spent down in order for Mary to qualify for Medicaid. Medicaid rules and regulations may vary by state.

Benefits of the Program

A Long-Term Care Partnership insurance policy pays for care the same way as other long-term care insurance policies. Both can help you receive the type of care you need while easing concerns about how you will pay for everything.

What sets a Partnership insurance policy apart is the asset protection it offers, should you go on Medicaid. This protection can bring financial security and freedom from worry, both to you and your family.

How the Dollar-for-Dollar-Method Works

Assets Before Medicaid	Partnership Insurance Policy Benefits	Amount You Spend Down to Qualify for Medicaid	Total Assets Protected
\$100,000	\$100,000	Nothing	\$100,000
\$200,000	\$150,000	\$50,000	\$150,000
\$500,000	\$300,000	\$200,000	\$300,000

What would happen to your retirement money if you needed care?

Without the proper protection, your hard-earned savings (along with all your assets) could be at risk.

A Long-Term Care Partnership insurance policy from Physicians Mutual Insurance Company can help:

- pay for the care you need, so you don't have to worry about the bills.
- protect your assets if you need to go on Medicaid.
- bring you financial security and ease your concerns for your family.

Using our dollar-for-dollar method, you keep \$1 of assets for every \$1 you receive in benefits from a Physicians Mutual Partnership insurance policy.

Contact me today to learn how I can help you keep your hard-earned money. I'll explain your options and how our insurance can mean the difference between enjoying retirement or spending down your assets.

Ohio Residents: You can obtain free information about long-term care insurance from the Ohio Department of Insurance by calling 1-800-686-1526.

Products and benefits may not be available in all states. When you respond, an insurance agent/producer will contact you with more information regarding this solicitation of insurance, including costs and limitations. Insurance Policy Form Numbers: P146, P147, P148 (in LA: P146LA, P147LA, P148LA; in OK: P146OK, P147OK, P148OK).



Contact me today to learn how our Long-Term Care Partnership insurance policies can help protect your family and finances.

agent/
producer
photo

[Name Name]
[Insurance Agent/Producer]
[(999) 999-9999]
[name@email.com]

Physicians Mutual Insurance Company®



Physicians
Mutual®

Insurance for all of us.®