

State: Arkansas **Filing Company:** Physicians Mutual Insurance Company
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Med Sup/LTC
Project Name/Number: PM_HOME (0712)/PM_HOME (0712)

Filing at a Glance

Company: Physicians Mutual Insurance Company
Product Name: Med Sup/LTC
State: Arkansas
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI: MS08I.012 Multi-Plan 2010
Filing Type: Advertisement
Date Submitted: 07/25/2012
SERFF Tr Num: PHYS-128596003
SERFF Status: Closed-Filed-Closed
State Tr Num:
State Status: Filed-Closed
Co Tr Num: PM_HOME (0712)
Implementation: On Approval
Date Requested:
Author(s): Sonya Dickey, Sara Magee-Garcia
Reviewer(s): Stephanie Fowler (primary)
Disposition Date: 07/27/2012
Disposition Status: Filed-Closed
Implementation Date:
State Filing Description:

State: Arkansas **Filing Company:** Physicians Mutual Insurance Company
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Med Sup/LTC
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General Information

Project Name: PM_HOME (0712) Status of Filing in Domicile: Pending
Project Number: PM_HOME (0712) 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: 07/27/2012
State Status Changed: 07/27/2012
Deemer Date: Created By: Sara Magee-Garcia
Submitted By: Sara Magee-Garcia Corresponding Filing Tracking Number: PM_HOME (0712)

Filing Description:

RE: Medicare Supplement Insurance & Long Term Care Insurance Advertisement
Home Page for Corporate Website: PM_HOME (0712)
Need Help Finding Medicare Supplement Insurance section of Corporate Home Page Internal Tracking Form Number: M1 (0912)

Attached are copies of the above referenced material for your review and approval. This material will be used on our corporate website and could generate interest in one of the following Medicare Supplement Insurance policies:

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 could also generate interest in one of the following Long Term Care Insurance policies:

Policies Approval Dates

P145AR 8-11-04
P146AR 8-11-04
P147AR 8-11-04
P148AR 8-11-04

All variable information on home page PM_HOME (0712) has been indicated with brackets. In the future if one of the bracketed portions of this web page becomes advertising material we would file the home page for the appropriate product lines. If one of the bracketed sections requires filing, an internal tracking number would be assigned to the specific section of the home page which requires to be filed. The internal tracking number would be used for filing purposes only and would not be visible to the consumer on the home page. The current bracketed portions of the home page consist of the following: 1) the section entitled "Get a Quote" would take the consumer the appropriate product section web pages for the indicated product that the consumer has expressed interest if a quote is available for the indicated product 2) the section entitled "Customer Center" would allow our customers the ability to service their policy through our online service features such as pay their bill or order claim forms 3) the section entitled "eNewsletter" allows individuals to sign up to receive our newsletter which contains helpful news articles and educational material 4) the section entitled "Cherish Life's Centerpiece" enables to customers to view articles which relate to our brand. 5) the section at the top right hand side of the page could contain generic or product specific banner advertisements 6) the sections of text below the banner advertisements could contain generic or product specific content.

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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 the material approved for use is greatly appreciated.

Company and Contact

Filing Contact Information

Sara Magee-Garcia, Advertising Compliance Coordinator
 2600 Dodge Street
 Omaha, NE 68131

sara.magee-garcia@physiciansmutual.com
 402-930-2633 [Phone]
 402-633-1096 [FAX]

Filing Company Information

Physicians Mutual Insurance Company
 2600 Dodge Street
 Omaha, NE 68131
 (402) 633-1188 ext. [Phone]

CoCode: 80578
 Group Code: 367
 Group Name:
 FEIN Number: 47-0270450

State of Domicile: Nebraska
 Company Type:
 State ID Number:

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	07/25/2012	61182128

State: Arkansas Filing Company: Physicians Mutual Insurance Company
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/27/2012	07/27/2012

SERFF Tracking #:

PHYS-128596003

State Tracking #:

Company Tracking #:

PM_HOME (0712)

State:

Arkansas

Filing Company:

Physicians Mutual Insurance Company

TOI/Sub-TOI:

MS081 Individual Medicare Supplement - Standard Plans 2010/MS081.012 Multi-Plan 2010

Product Name:

Med Sup/LTC

Project Name/Number:

PM_HOME (0712)/PM_HOME (0712)

Disposition

Disposition Date: 07/27/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PM_HOME (0712)	Filed-Closed	Yes
Form	M1 (0912)	Filed-Closed	Yes

State: Arkansas

Filing Company:

Physicians Mutual Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010

Product Name: Med Sup/LTC

Project Name/Number: PM_HOME (0712)/PM_HOME (0712)

Form Schedule

Lead Form Number: PM_HOME (0712)

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Filed-Closed 07/27/2012	PM_HOME (0712)	ADV	PM_HOME (0712)	Initial:		PM_HOME (0712).pdf
2	Filed-Closed 07/27/2012	M1 (0912)	ADV	M1 (0912)	Initial:		M1 (0912).pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages



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[Supplemental Health](#)

[Long-Term Care Insurance](#)

[Annuities](#)

Get a Quote

It's fast, easy and free.

Select a Product

Select Your State

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What does it take to help protect your family?

[Get Answers](#)

LI05 (0912)

Customer Center

Pay your bill, file a claim, change your address and more.

Username [Forgot Username](#)

[Go to My Account](#) No account? [Sign Up Now](#)

eNewsletter

What's everyone talking about? Grab a cup of coffee and sign up to receive "Straight Talk," the latest news about health, life and retirement.



Email [Sign Up](#)

Cherish Life's Centerpiece



Your kitchen table is more than furniture. It's life's centerpiece — where families sit to eat, where homework gets done, and conversations take place.

[Experience Life's Centerpiece](#)



A Pre-Need Program for the Future

The Advanced Funding Solutions program provides innovative pre-need solutions for our funeral home partners today — and a fresh outlook to meet their challenges tomorrow. [Learn more today.](#)



What Will You Leave Behind?

After you're gone, life will go on for your loved ones. So will the expenses — from last expenses and mortgages, to debts, living expenses and college tuition. Find out how much your family may need using a simple [life insurance calculator](#) from Physicians Life Insurance Company.



Need help finding Medicare Supplement insurance?

Choosing coverage might seem complicated but Physicians Mutual Insurance Company can help you cut through the clutter. [Learn more about your options now.](#)

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Physicians Mutual Insurance Company • Physicians Life Insurance Company • 2600 Dodge Street, Omaha, Nebraska 68131

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Neither Physicians Mutual Insurance Company nor its agents are connected with or endorsed by the U.S. Government or the Federal Medicare Program.

Please note that our products are not available in all states. This website is not intended for use outside the United States.

PM_HOME (0712)



[ABOUT SSL CERTIFICATES](#)



M1 (0912)

Need help finding Medicare Supplement insurance?

Choosing coverage might seem complicated but Physicians Mutual Insurance Company can help you cut through the clutter. [Learn more about your options now.](#)