



Physicians  
Mutual®

Insurance for all of us.®

Health. Life. Retirement.

## Physicians Mutual Customers Showcase Joy in Retirement

*Company sought real customers for its new commercials*

**OMAHA, Neb. (May 6, 2024)** – Celestino Fernandez of Tucson, Ariz., gets up at 4:30 a.m. each morning to join his friends for some full-court basketball. Tom Kerr of Omaha, Neb., spends his days in full color—drawing, painting and cartooning, fueling his life-long passion for creativity. And what exactly is a leaverite rock? Just ask Beth Kitchin of Mesa, Ariz., a rock hound who is always on the hunt for another beautiful find to add to her collection.

Physicians Mutual is launching three new brand commercials as part of its joy in retirement campaign. Fernandez, Kerr and Kitchin are showcased in the commercials, each sharing their story of how they find joy in retirement. The commercials continue to feature Physicians Mutual brand spokesperson, actor and comedian John Michael Higgins.

“Our customers are the best storytellers for finding joy in retirement,” said Bob Gunia, Senior Vice President of Physicians Mutual. “Audiences will relate to them and be inspired by the fun and joy their hobbies bring them. Celestino, Tom and Beth demonstrate the kind of difference Physicians Mutual brings to retirement by providing the peace of mind and financial security that comes from having the right coverage.”

Physicians Mutual conducted a nationwide search of its customers for the campaign, asking them to share what brings them joy. Hundreds of customers shared their stories. Fernandez, Kerr and Kitchen were selected among all the beautiful stories shared to be featured in a commercial.

Physicians Mutual’s ‘joy in retirement’ campaign, now in its fourth year, brings to life joy-filled moments its target audience can relate to and moments they can connect with. The campaign approach of joy in retirement is rooted in the psychological principle of social proof by portraying Physicians Mutual customers enjoying the retirement they deserve. The evolution of the campaign to feature the company’s real customers offers a demonstration of joy with hopes of inspiring others.

More than half of American adults say they view retirement as “a new chapter in life\*.” For many retirees, it’s the first time in their entire lives that they can live their life the way they want. There’s also the reality that as people age, the need to take care of health and finances is even more important.

Even for people who chose to retire, retirement doesn't always mean living a joy-filled life. According to *WebMD*, almost 1 in 3 retirees say they feel depressed – a rate higher than that of the adult population overall. Retirement blues, finding 'purpose' and senior loneliness are all factors that retirees are sharing more of publicly, and that health and wellness experts are increasingly addressing.

Physicians Mutual's 'joy in retirement' commercials will run in local markets and on cable outlets, including [HGTV](#), [History](#), [GSN](#), [Grit](#), [ION](#), [Hallmark Channel](#) and [Hallmark Mystery](#), as well as [WBD](#) and [A&E](#) streaming, and social channels [Facebook](#) and [YouTube](#).

The Physicians Mutual family includes Physicians Mutual, Physicians Life and Physicians Select Insurance Companies. The family of companies provide health, life and retirement products, including Medicare Supplement, dental, life and supplemental health insurance, coverage for funeral pre-planning along with pet insurance for dogs and cats.

For more information on Physicians Mutual and the full offering of health, life and retirement products, visit [www.physiciansmutual.com](http://www.physiciansmutual.com).

### **About Physicians Mutual**

Physicians Mutual Insurance Company, Physicians Life Insurance Company and Physicians Select Insurance Company comprise the Physicians Mutual family. Physicians Mutual offers reliable dental and supplemental health insurance, and pet insurance. Physicians Life provides important life insurance, Medicare Supplement insurance and coverage for funeral pre-planning. Physicians Select Insurance Company additionally offers exclusive Medicare Supplement insurance. The companies have more than \$4 billion in assets and consistently maintain some of the highest financial strength ratings in the nation from independent insurance analysts, including A.M. Best Company and Weiss Ratings. Founded in 1902, Physicians Mutual® is headquartered in Omaha, Nebraska. To learn more about the company, please visit [PhysiciansMutual.com](http://PhysiciansMutual.com).

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\**WebMd, 7/28/23, The Emotional Shock of Retirement, [link](#)*