



Physicians  
Mutual®

Insurance for all of us.®

Health. Life. Retirement.

## Physicians Mutual Family Offers New Medicare Supplement Products

*Medicare Supplement insurance plans now available in select states*

**OMAHA, Neb. (July 1, 2023)** – The [Physicians Mutual](#) family has announced a new Medicare Supplement portfolio of products that are now available as a coverage option to help individuals manage their health care costs in retirement. The new Medicare Supplement insurance is now offered in Arizona and Nebraska, with Oklahoma to follow in later July. Additional states approvals are underway.

The Physicians Mutual family includes the Physicians Mutual and 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.

“We are excited to introduce our innovative Medicare Supplement portfolio to the market and enhance our product offerings for our brokers and customers,” said Melissa Crawford, SVP and Chief Marketing Officer at Physicians Mutual. “Physicians Mutual is committed to providing people who are transitioning into retirement with peace of mind and the best value insurance products as they make a plan for their health care.”

The new Medicare Supplement portfolio is unique to the market, offering a preventive care and wellness combination provided by no other insurance carrier. The optional Preventive Benefits Plus rider includes access to the [Silver&Fit® program](#).

The Preventive Benefits Plus rider offers extra benefits for physical exams, health screenings and routine blood work not covered by Medicare. Access to the Silver&Fit® program provides a number of benefits such as membership at one of thousands of participating fitness centers and premium fitness center discounts, a choice of one home fitness kit per benefit year as well as access to thousands of on-demand workout videos.

The new Medicare Supplement portfolio additionally offers a patented Innovative Plan G and an exclusive two-year selection guarantee. Individuals taking a “long-term” approach to financing their health care costs in retirement with Innovative Plan G will see a lower premium than standard Plan G covers along with a premium lifetime discount.

The two-year selection guarantee gives policyowners the option to switch to another plan once in the first two years, providing additional peace of mind for first-time customers.

Medicare Supplement Insurance helps pay Medicare-approved services not fully covered by Medicare. The Physicians Mutual family has offered Medicare Supplement Insurance, or Medigap, since 1968, following the establishment of Medicare. According to the Centers for Medicare & Medicaid Services, the average retiree on Medicare now has more than \$18,620 in yearly health care costs, with only 50 percent of them being covered by Medicare.

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

### **About the Silver&Fit program**

The Silver&Fit program is provided by American Specialty Health Fitness, Inc. (ASH Fitness), a subsidiary of American Specialty Health Incorporated (ASH). Founded in 1987, ASH is one of the nation's premier independent and privately-owned specialty health organizations offering technology-enabled benefits management services, including musculoskeletal health provider networks and programs, fitness center networks and exercise programs, and well-being solutions for health plans, insurance carriers, employers, and others. With offices in Carmel (Indianapolis), IN, San Diego, CA, Fort Worth, TX, and Columbia, SC, ASH has more than 1,400 employees. ASH administers benefits for over 57 million members nationwide. Silver&Fit is a federally registered trademark of ASH and used with permission herein.

### **For information, contact:**

Kari Webber  
Physicians Mutual Public Relations  
[kari.webber@physiciansmutual.com](mailto:kari.webber@physiciansmutual.com)  
402.633.5763

###