



Physicians
Mutual®

Insurance for all of us.®

Health. Life. Retirement.

FOR IMMEDIATE RELEASE
FOR MORE INFORMATION CONTACT:
Bev Carlson 402.633.1196
Bev.Carlson@physiciansmutual.com

Brice Ballard Named Vice President of Preneed

OMAHA – July 13, 2017 – On the heels of the Custom Product Series launch and an exciting new collaboration with Precoa, Physicians Mutual has another big announcement: Vice President Brice Ballard now leads the Company's preneed distribution.

During his 15 years with Physicians Mutual, Ballard has managed a number of the company's product lines and will now direct all preneed, life insurance and annuities operations. His experience includes innovative product design, financial analysis and marketing. Ballard graduated from the University of Iowa and in 1996 he became an actuary. Today he is a Fellow of the Society of Actuaries as well as a member of the American Academy of Actuaries.

In 2013, Ballard developed the Inflation Guard product, the profession's first solution to a funeral home owner's risk of shortfalls. He also created Physicians Mutual's Cornerstone Index product, which gives funeral home owners the potential for more growth without sacrificing the security of their file cabinet.

"I'm excited about this opportunity," says Ballard. "We have seen a lot of change in our five years in preneed. What hasn't changed is who we are or what we represent. I look forward to our continued success with our Custom Product Series and new marketing partner, Precoa."

About Physicians Mutual

Physicians Mutual Insurance Company and Physicians Life Insurance Company are members of the Physicians Mutual family. Physicians Mutual Insurance Company offers reliable Medicare Supplement, dental and supplemental health insurance. Physicians Life Insurance Company provides important life insurance coverage and annuities. They entered the funeral pre-planning market to help meet the growing needs of funeral home owners and the families they serve. The companies have more than \$3.6 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, Neb. To learn more about the company, please visit www.PhysiciansMutual.com.