



Physicians
Mutual®

Insurance for all of us.™

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Physicians Mutual Earns 97% Satisfaction Rating from Health and Life Insurance Customers

Results announced from independent 2014 Customer Satisfaction Study

Omaha, Neb., November 10, 2014 -- Physicians Mutual, a national leader in individual health, life and retirement insurance products, today announced the findings from its recent Customer Satisfaction Study, revealing an overall 97 percent satisfaction rate among customers. Marketing research firm Wiese Research Associates conducted the independent study.

The study measured customer satisfaction with individuals who have purchased a health or life insurance policy from Physicians Mutual. “We partner with an outside research firm to ensure we know with certainty what our customers think of us,” said Physicians Mutual Senior Vice President Melissa Crawford, “We are thrilled to receive such a high score from our customers – the people we are so proud to serve.”

The study examined 11 company product and service attributes including timeliness and accuracy of paying claims, good customer service, straightforward/honest and easy to do business with. The 2014 study validates the 97 percent customer satisfaction rating the company also received in studies conducted in 2006 and 2010. “This achievement is a result of the hardworking and caring employees and agents dedicated to serving our customers,” added Crawford.

As a health and life insurer, Physicians Mutual is regularly evaluated by insurance analysts and rating agencies on its financial strength and stability. Crawford said the company is rated in the top one percent of all insurance companies and consistently earns some of the highest financial strength rankings in the industry and the company’s satisfaction scores are among the highest in the insurance industry.

“Financial strength and customer satisfaction are very important to us,” said Crawford. “We believe our strength and service are what truly differentiate us from other companies.”

The Omaha-based company has nearly 1,000 employees and more than 1,000 agents nationwide.

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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 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.

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