



Physicians
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**FOR IMMEDIATE RELEASE
FOR MORE INFORMATION, CONTACT:**

Kim Holzapfel 402.633.5769

Kim.holzapfel@physiciansmutual.com

Physicians Mutual Expanding Preneed Program to More States

OMAHA, Neb. (April 2, 2019) — If you've flipped through the latest issues of funeral service's finest trade publications, you may have seen the news: Physicians Mutual is expanding its wings – and territory – by rolling out its preneed program to more states. Funeral homes in Alabama, Arizona, Colorado, Mississippi and Texas can now experience the power of a progressive preneed program with Physicians Mutual.

"This is an exciting development, and the timing couldn't be better," said Brice Ballard, vice president at Physicians Mutual. "We have a lot of innovations coming soon to our preneed program, and our goal is to make them available to as many funeral homes as possible. We believe in the power of preplanning and want to extend that to more families in more communities."

The company's latest innovation is the Custom Index Performance option, which allows funeral home owners to experience higher growth potential without worrying about losing money if the market takes a downturn.

Physicians Mutual intends to continue its expansion and will soon offer preneed insurance in most states. To find out if their preneed program is available in your area, or to learn more about the Custom Index Performance option, call 1-800-974-1802.

*Preneed program not yet available in all states.

About the Physicians Mutual Family

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 preplanning market to help meet the growing needs of funeral home owners and the families they serve. The companies have more than \$3.8 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.

We're
spreading
our wings

More states + more funeral homes =
more families to experience the healing power of preplanning.

Learn how the innovative insurance products of Physicians Mutual
(now available in more states!) and the results-driven marketing of
PRECOA can help you grow your preneed business.

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