



942304

LEGISLATIVE ACTION

Senate	.	House
Comm: RCS	.	
03/20/2013	.	
	.	
	.	
	.	

The Committee on Banking and Insurance (Lee) recommended the following:

Senate Amendment (with title amendment)

Delete lines 76 - 93
and insert:

(2) ADVERTISING.—The commission shall adopt rules establishing ~~setting forth~~ standards for the advertising, marketing, and sale of long-term care insurance policies in order to protect applicants from unfair or deceptive sales or enrollment practices. An insurer shall file with the office any long-term care insurance advertising material intended for use in this state and may immediately begin using such material upon filing, subject to subsequent disapproval by the office.



942304

13 Following receipt of a notice of disapproval or a withdrawal of
14 approval, the insurer must immediately cease use of the
15 disapproved material at least 30 days before the date of use of
16 the advertisement in this state. Within 30 days after the date
17 of receipt of the advertising material, the office shall review
18 the material and shall disapprove any advertisement if, in the
19 opinion of the office, such advertisement violates any of the
20 provisions of this part or of part IX of chapter 626 or any rule
21 of the commission. The office may also disapprove an
22 advertisement at any time and enter an immediate order requiring
23 that the use of the advertisement be discontinued if it
24 determines that the advertisement violates any of the provisions
25 of this part, or of part IX of chapter 626, or any rule of the
26 commission.

27
28 ===== T I T L E A M E N D M E N T =====

29 And the title is amended as follows:

30 Delete lines 4 - 7

31 and insert:

32 authorizing a health insurer to immediately begin
33 using long-term care insurance advertising material
34 under certain circumstances; providing an effective
35 date.