

7700.0070 CONFLICT OF INTEREST.

Subpart 1. **Framework; consumer assistance partners.** MNsure shall provide consumers with impartial, high-quality, community-based education and information, and in-person application and enrollment assistance through consumer assistance partners. In order to ensure the delivery of high quality services, to minimize or eliminate the existence of conflicts of interest and ensure integrity, MNsure will:

A. screen for potential conflicts of interest during the consumer assistance partner selection process and throughout the term of engagement with these entities;

B. require initial and ongoing training that includes instruction on providing impartial education and in-person assistance with consumer selection of a qualified health plan;

C. require the consumer assistance partner to disclose all affiliations that may present a direct, indirect, or perceived conflict of interest which includes submission of a written attestation that the consumer assistance partner is not a health insurance issuer or issuer of stop loss insurance, a subsidiary of a health insurance issuer or issuer of stop loss insurance, or an association that includes members of, or lobbies on behalf of, the insurance industry;

D. monitor the consumer assistance partner's performance and practice through reporting;

E. monitor the consumer assistance partner through feedback tools on the MNsure Web site and through qualitative and quantitative evaluation tools;

F. actively solicit customer satisfaction feedback on experience with MNsure;
and

G. as circumstances command, where a conflict of interest arises, require mitigation, revocation of certification, or termination of partnership with a consumer assistance partner.

Subp. 2. **Insurance producers.** All current conflict of interest requirements in Minnesota Rules and Minnesota Statutes shall apply to insurance producers.

Statutory Authority: *MS s 62V.05; L 2013 c 9 s 14*

History: *37 SR 1579*

Published Electronically: *July 11, 2013*