

62K.08 MARKETING STANDARDS.

Subdivision 1. **Marketing.** (a) A health carrier offering individual or small group health plans must comply with all applicable provisions of the Affordable Care Act, including, but not limited to, the following:

(1) compliance with all state laws pertaining to the marketing of individual or small group health plans;
and

(2) establishing marketing practices and benefit designs that will not have the effect of discouraging the enrollment of individuals with significant health needs in the health plan.

(b) No marketing materials may lead consumers to believe that all health care needs will be covered.

Subd. 2. **Enforcement.** The commissioner of commerce shall enforce this section.

History: 2013 c 84 art 2 s 9