62K.08 MARKETING STANDARDS.

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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