

STATE OF OHIO
DEPARTMENT OF INSURANCE
50 West Town Street, 3rd Floor, Suite 300
Columbus, Ohio 43215

IN THE MATTER OF PUBLIC :
HEARING FOR THE AMENDMENT OF : NOTICE OF PUBLIC HEARING
OHIO ADMINISTRATIVE CODE :
SECTION 3901-8-09 :

Pursuant to Section 119.03 of the Ohio Revised Code, the Superintendent of Insurance, State of Ohio, will hold a public hearing at 11:00 a.m., on Monday, April 30, 2012 at the Ohio Department of Insurance, Public Hearing Room, 50 West Town Street, 3rd Floor, Suite 300, Columbus, Ohio, to consider the amendment of Ohio Administrative Code Section 3901-8-09 Solicitation and Sale of Medicare Supplemental Accident and Health Policies.

The purpose of this rule is to safeguard the interests of medicare-eligible persons in the solicitation and sale of any type of medicare supplemental sickness and accident health insurance policies by providing for the regulation of the solicitation and sale of medicare supplemental accident and health insurance policies; and to assure that medicare-eligible persons are not subjected to unfair or deceptive acts or practices in the solicitation and sale of medicare supplemental accident and health insurance policies by defining additional unfair or deceptive acts or practices of in this rule.

The purpose for amending this rule is to protect seniors against unfair and deceptive practices in solicitation and sale of Medicare supplement accident and health policies. The rule requires disclosure and disclaimer of connection with the government, so as to avoid misleading consumers. Certain personal solicitation approaches are prohibited, including unsolicited contacts with Medicare-eligible persons. Language concerning unsolicited contacts is being narrowed to achieve protection of seniors without eliminating regular mail solicitation or prohibiting contact within a business relationship.

Requests for copies of this rule should be addressed to Tina Chubb, Ohio Department of Insurance, 50 West Town Street, 3rd Floor, Suite 300 Columbus, Ohio 43215, or proposed rule can be viewed online at www.insurance.ohio.gov.

Katherine J. Melton, Staff Attorney

Dated at Columbus, Ohio this 30th day of March 2012.