



3. Does the regulation implement a federal requirement? ☐ Yes ☒ No

Is the proposed regulation being adopted or amended to enable the state to obtain or maintain approval to administer and enforce a federal law or to participate in a federal program?

☐ Yes ☒ No

*If yes, please briefly explain the source and substance of the federal requirement.*

***Not applicable.***

4. If the regulation includes provisions not specifically required by the federal government, please explain the rationale for exceeding the federal requirement.

***Not applicable.***

5. What is the public purpose for this regulation (i.e., why does the Agency feel that there needs to be any regulation in this area at all)?

***The purpose of this rule is to provide consumer protection by establishing minimum standards for the form of proposals and statements used to solicit, service, or collect premiums for life insurance which is sold in correlation with a mutual fund or other security.***

6. How will the Agency measure the success of this regulation in terms of outputs and/or outcomes?

***The Department will receive fewer complaints from consumers regarding the solicitation of these products.***

### **Development of the Regulation**

7. Please list the stakeholders included by the Agency in the development or initial review of the draft regulation. *If applicable, please include the date and medium by which the stakeholders were initially contacted.*

***In January 2013, an email requesting comment on the rule was sent to the general public, various stakeholders, interested parties, and trade associations who signed up for updates on the Department's rules and bulletins. The Department also reached out to the Association of Ohio Life Insurance Companies (AOLIC), the American Council of Life Insurance (ACLI), and the Professional Independent Agents Association (PIAA). The rule was also posted on the Department's web site for review.***

8. What input was provided by the stakeholders, and how did that input affect the draft regulation being proposed by the Agency?

***This rule was reviewed as part of the five year rule review. Department staff decided that the rule should not be changed. The Department received no comments on the rule from industry or the general public.***

9. What scientific data was used to develop the rule or the measurable outcomes of the rule? How does this data support the regulation being proposed?

***Not applicable.***

10. What alternative regulations (or specific provisions within the regulation) did the Agency consider, and why did it determine that these alternatives were not appropriate? If none, why didn't the Agency consider regulatory alternatives?

***No other regulations were considered as there are no other regulations that speak to this specific issue as thoroughly as this rule.***

11. Did the Agency specifically consider a performance-based regulation? Please explain.

***Performance-based regulations define the required outcome, but don't dictate the process the regulated stakeholders must use to achieve compliance.***

***Not applicable.***

12. What measures did the Agency take to ensure that this regulation does not duplicate an existing Ohio regulation?

***The Department reviewed Ohio statutes and rules and determined that it does not duplicate other regulations.***

13. Please describe the Agency's plan for implementation of the regulation, including any measures to ensure that the regulation is applied consistently and predictably for the regulated community.

***The rule will be applied consistently and predictably through the rate review process, which has specific standards that providers are required to meet in order to use certain forms.***

### **Adverse Impact to Business**

14. Provide a summary of the estimated cost of compliance with the rule. Specifically, please do the following:

- a. Identify the scope of the impacted business community;
- b. Identify the nature of the adverse impact (e.g., license fees, fines, employer time for compliance); and
- c. Quantify the expected adverse impact from the regulation.

*The adverse impact can be quantified in terms of dollars, hours to comply, or other factors; and may be estimated for the entire regulated population or for a “representative business.” Please include the source for your information/estimated impact.*

***Staff time and resources are required to comply with this rule. However, since the rule is already in effect and companies are already meeting the provisions of the rule, the staff and resources are already in place.***

15. Why did the Agency determine that the regulatory intent justifies the adverse impact to the regulated business community?

***The rule requires providers to fill out just one standardized form that can be used by all carriers. Before this rule was enacted, providers had to fill out a form for every carrier it contracted with. This rule cuts down on unnecessary paperwork.***

### **Regulatory Flexibility**

16. Does the regulation provide any exemptions or alternative means of compliance for small businesses? Please explain.

***No, the rule provides important consumer protections that all insurance companies must adhere to regardless of size.***

17. How will the agency apply Ohio Revised Code section 119.14 (waiver of fines and penalties for paperwork violations and first-time offenders) into implementation of the regulation?

***Non-compliant filings are identified in the review process and discussed with the company. Generally, companies agree to change a filing as requested by the Department. In the event that a company would refuse to revise a filing, the Department would take formal administrative action in accordance with the due process provisions of Revised Code.***

18. What resources are available to assist small businesses with compliance of the regulation?

***Department staff is available to answer questions, regardless of the size of business.***