

Amendment No. 1

COMMITTEE/SUBCOMMITTEE ACTION

ADOPTED (Y/N)
 ADOPTED AS AMENDED (Y/N)
 ADOPTED W/O OBJECTION (Y/N)
 FAILED TO ADOPT (Y/N)
 WITHDRAWN (Y/N)
 OTHER

1 Committee/Subcommittee hearing bill: Regulatory Affairs
 2 Committee

3 Representative Ingram offered the following:

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 5 **Amendment (with title amendment)**

6 Remove lines 78-99 and insert:

7 (2) ADVERTISING.—The commission shall adopt rules
 8 establishing setting forth standards for the advertising,
 9 marketing, and sale of long-term care insurance policies in
 10 order to protect applicants from unfair or deceptive sales or
 11 enrollment practices. An insurer shall file with the office any
 12 long-term care insurance advertising material intended for use
 13 in this state and may immediately begin using such material upon
 14 filing, subject to subsequent disapproval by the office.
 15 Following receipt of a notice of disapproval or a withdrawal of
 16 approval, the insurer must immediately cease use of the
 17 disapproved material at least 30 days before the date of use of
 18 the advertisement in this state. Within 30 days after the date
 19 of receipt of the advertising material, the office shall review
 20 the material and shall disapprove any advertisement if, in the

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21 ~~opinion of the office, such advertisement violates any of the~~
22 ~~provisions of this part or of part IX of chapter 626 or any rule~~
23 ~~of the commission.~~ The office may also disapprove an
24 advertisement at any time and enter an immediate order requiring
25 that the use of the advertisement be discontinued if it
26 determines that the advertisement violates ~~any of the provisions~~
27 ~~of this part, or of part IX of chapter 626,~~ or any rule of the
28 commission.

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T I T L E A M E N D M E N T

Remove lines 7-9 and insert:

review and approval; authorizing a health insurer to immediately
begin using long-term care insurance advertising material under
certain circumstances; providing an effective date.