



Oregon

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THIS BULLETIN HAS BEEN WITHDRAWN

OREGON INSURANCE DIVISION BULLETIN INS 2009-4

TO: All Health Insurers, Producers and Representatives

RE: New Filing Procedures for Health Insurance Advertisements

This bulletin replaces INS 2009-1.

Recently the Oregon Insurance Division (OID) received feedback from industry on Bulletin INS 2009-1 regarding health advertisements. After considering the feedback, the OID is withdrawing INS 2009-1. We will not require a check off list for advertising or self-certification, but we will continue to rely on an annual certification. Rather than issuing a new health advertising bulletin, the OID will include any revisions in filing requirements on our web site under "General Filing Tips" and revise the Transmittal and Standards to reflect the changes.

Advertisements attached to an application (tear or cut off), Medicare supplement, direct mailings or solicitations to seniors, new products for your company, and long term care advertisement will continue to require prior authorization.

Please visit our web site for general filing tips.

http://www.cbs.state.or.us/ins/insurer/rates_forms/rateform-general_filing-tips.html

This bulletin takes effect immediately.

This bulletin is dated the 5th day of June 2009 at Salem, Oregon.

(Signed)

Triz delaRosa
Deputy Administrator

June 5, 2009

Date