



2023 Spring National Meeting
Louisville, Kentucky

IMPROPER MARKETING OF HEALTH INSURANCE (D) WORKING GROUP

Thursday, March 23, 2023

11:30 a.m. – 12:30 p.m.

Meeting Summary Report

The Improper Marketing of Health Insurance (D) Working Group met March 23, 2023. During this meeting, the Task Force:

1. Discussed its charge to, “Review existing NAIC Models and Guidelines that address the use of lead generators for sales of health insurance products, and identify models and guidelines that need to be updated or developed to address current marketplace activities.” The Working Group initially worked on reviewing the *Unfair Trade Practices Act* (#880) in 2022. Throughout the year, the Working Group received comments from state insurance regulators and industry representatives regarding potential amendments. Today, in an effort to finalize this review, the Working Group reviewed all comments received. The Working Group will update and distribute the draft for final review before potentially adopting it.
2. Provided updates on public state insurance regulatory actions taking place across the nation.
3. Opened the floor to hold a roundtable discussion concerning the improper marketing of health insurance trends taking place at the state and industry levels.