

**513C.9 Standards to assure fair marketing.**

1. A carrier or an agent shall not do either of the following:

a. Encourage or direct individuals to refrain from filing an application for coverage with the carrier because of the health status, claims experience, industry, occupation, or geographic location of the individuals.

b. Encourage or direct individuals to seek coverage from another carrier because of the health status, claims experience, industry, occupation, or geographic location of the individuals.

2. [Subsection 1](#), paragraph “a”, shall not apply with respect to information provided by a carrier or an agent to an individual regarding the established geographic service area of the carrier or the restricted network provision of the carrier.

3. A carrier shall not, directly or indirectly, enter into any contract, agreement, or arrangement with an agent that provides for, or results in, the compensation paid to an agent for a sale of a basic or standard health benefit plan to vary because of the health status or permitted rating characteristics of the individual or the individual’s dependents.

4. Notwithstanding [subsection 3](#), a commission shall be paid to an agent related to the sale of a basic or standard health benefit plan under [this chapter](#). A commission paid pursuant to [this subsection](#) shall not be considered by the board for purposes of [section 513C.10, subsection 5](#).

5. [Subsection 3](#) does not apply with respect to the compensation paid to an agent on the basis of percentage of premium, provided that the percentage shall not vary because of the health status or other permitted rating characteristics of the individual or the individual’s dependents.

6. Denial by a carrier of an application for coverage from an individual shall be in writing and shall state the reason or reasons for the denial.

7. A violation of [this section](#) by a carrier or an agent is an unfair trade practice under [chapter 507B](#).

8. If a carrier enters into a contract, agreement, or other arrangement with a third-party administrator to provide administrative, marketing, or other services related to the offering of individual health benefit plans in this state, the third-party administrator is subject to [this section](#) as if it were a carrier.

[95 Acts, ch 5, §11; 97 Acts, ch 103, §40; 2006 Acts, ch 1117, §56; 2017 Acts, ch 148, §56](#)