

441—88.52(249A) Marketing. A MediPASS provider may not distribute directly or through any agent or independent contractor marketing materials without the prior approval of the department, and may not distribute marketing materials that contain false or materially misleading information.

88.52(1) Service market. A MediPASS provider shall distribute any marketing materials to the entire service area or region.

88.52(2) Prohibition of “cold-call” marketing. MediPASS providers shall not, directly or indirectly, conduct door-to-door, telephonic, or other “cold-call” marketing of enrollment.