

# State of Delaware



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## Department of Insurance FORMS AND RATES BULLETIN NO. 20

### REVIEW OF ADVERTISING MATERIAL FOR LONG-TERM CARE

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#### I. PURPOSE:

The purpose of this Bulletin is to provide notice to all insurers that the Department has created a Standing Committee to review advertising that is suspect or relies on unsubstantiated resources for long-term care.

#### II. REFERENCE:

Insurance Department Regulation 12, Accident and Sickness Insurance Advertisements, which implements 18 Del. C., Section 314, and becomes effective June 10, 1973.

#### III. BACKGROUND:

The Insurance Department has become aware that some insurers are submitting advertising materials for approval by the Department that is inaccurate and questionable as to the reliability of the sources. It is the intent of this Standing Committee to review such filings to evaluate the accuracy and reliability of the resources. The Standing Committee intends to rely on the criteria as articulated in Regulation 12.