

§ 156.225 Marketing and benefit design of QHPs.

A QHP issuer and its officials, employees, agents and representatives must—

(a) *State law applies.* Comply with any applicable State laws and regulations regarding marketing by health insurance issuers;

(b) *Non-discrimination.* Not employ marketing practices or benefit designs that will have the effect of discouraging the enrollment of individuals with significant health needs in QHPs; and

(c) *Plan marketing names.* Offer plans and plan variations with marketing names that include correct information, without omission of material fact, and do not include content that is misleading.

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