

## **1300.66 Deceptive Plan Names**

### **(a)**

A change of plan name is a "material modification" of the plan within the meaning of subdivision (b) of Section 1352 of the Act.

### **(b)**

A plan name will be considered deceptive if it suggests the quality of care furnished by the plan, or that full benefits are provided for health care or a specialized area of health care, or that the cost of benefits to members of the plan is lower than the cost of similar benefits purchased elsewhere, and in any such case the express or implied representation contained in the plan name is demonstrably untrue or is not supported by substantial evidence, at all times while such name is used by the plan. Nothing in this subsection limits or restricts the Director from a determination that a plan or solicitor firm name is deceptive for reasons other than those stated herein.