

53118 Marketing

(a)

Marketing means: (1) Any activity conducted by, or on behalf of, a plan in which information regarding the services offered is disseminated in order to persuade Medi-Cal beneficiaries to enroll or accept an application for enrollment in that plan. (2) Any presentation made by, or on behalf of, a plan to any individual or organization to procure written or other public endorsement of that plan.

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