California Code Of Regulations
|->
Title 22@ Social Security
|->
Division 3@ Health Care Services
|->
Subdivision 1@ California Medical Assistance Program
|->
Chapter 4@ Prepaid Health Plans
|->
Article 2@ DEFINITIONS
|->

## 53118 Marketing

## (a)

Section 53118@ Marketing

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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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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