

## **53402 Marketing Representatives**

### **(a)**

Plan marketing representatives shall be responsible for the enrollment of members.

### **(b)**

Each plan shall establish an educational program which assures that its marketing representatives have sufficient knowledge about the plan to thoroughly explain how it operates to prospective and new members.

### **(c)**

A marketing representative shall not provide marketing services on behalf of more than one plan.

### **(d)**

All marketing representatives shall satisfactorily complete the plan's marketing orientation and training program and the Department's examination for marketing representatives prior to engaging in marketing activities on behalf of any plan.

### **(e)**

Marketing representatives shall neither offer nor give any form of compensation or reward to induce or procure Medi-Cal beneficiary enrollment.