

## **53406 Misrepresentation**

### **(a)**

Marketing representatives shall not misrepresent themselves, the plan or the Medi-Cal program through false advertising, false statements or in any other manner in order to induce Medi-Cal beneficiaries to enroll in the plan.

### **(b)**

Violations of this section shall include, but are not limited to, false or misleading claims, inferences or representations that: (1) Marketing representatives are employees or representatives of the State or county or anyone other than the plan or the marketing organization by which they are reimbursed. (2) The plan is recommended or endorsed by any state agency or county agency or any other organization which has not certified its endorsement in writing to the plan. (3) The State or county recommends that a Medi-Cal beneficiary enroll in a plan. (4) A Medi-Cal beneficiary will lose benefits under the Medi-Cal program or any other health or welfare benefits to which he is legally entitled if the beneficiary does not enroll in a plan.

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**(3)**

The State or county recommends that a Medi-Cal beneficiary enroll in a plan.

**(4)**

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