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Title 22@ Social Security

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Division 3@ Health Care Services

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Subdivision 1@ California Medical Assistance Program

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Chapter 4@ Prepaid Health Plans

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Article 4@ MARKETING, ENROLLMENT AND DISENROLLMENT

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Section 53401.1@ Marketing on State Premises

53401.1 Marketing on State Premises

(a)

The State may permit marketing of prospective members on state premises provided the following conditions are met: (1) Marketing shall be performed by state employees or prepaid health plan marketing representatives. (2) Marketing is performed under the terms of a written agreement between the Department, the State Department of General Services and the prepaid health plan for which marketing is to be performed. Such agreements shall be for a period not to exceed two years.

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(2)

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(b)

All marketing materials and presentations used pursuant to this section require the approval of the Department as specified in Section 53400.