

56402 Marketing Representative

(a)

All PCCM plan marketing representatives shall complete the PCCM plan's marketing education program required by Section 56400(c) and shall receive a passing score of 90 percent or better, based on a straight percentage method, on the Department's examination for marketing representatives prior to engaging in marketing activities on behalf of any PCCM plan.

(b)

A PCCM plan marketing representative shall not provide marketing services on behalf of more than one PCCM plan or prepaid health plan.

(c)

A PCCM plan marketing representative shall neither offer nor give any form of compensation or reward to induce or procure enrollment of members.