

Alabama Department of Insurance

NOTICE OF INTENDED ACTION

AGENCY NAME: Alabama Department of Insurance

RULE NO. & TITLE: Rule 482-1-071-.19: Filing Requirements for Advertising.

INTENDED ACTION: Revise existing rule.

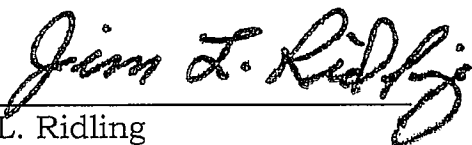
SUBSTANCE OF PROPOSED ACTION: The Alabama Commissioner of Insurance is proposing to revise the existing rule which sets forth requirements for approval of Medicare supplement advertisements and marketing material. Under the revisions, approval of marketing material will only be granted if, in the judgment of the Commissioner, the material complies with the requirements of state statutes and regulations. The revision establishes deadlines for filing of Medicare supplement marketing material in use in the state.

TIME, PLACE, MANNER OF PRESENTING VIEWS: Interested persons may submit data, views, or arguments in writing at any time prior to the date stated below to the Alabama Department of Insurance, Attention: Legal Division, Post Office Box 303351, Montgomery, Alabama 36130-3351, or orally by appearing at the public hearing, Suite 1700, RSA Tower, 201 Monroe Street, Montgomery, Alabama, beginning at 10:00 AM, December 15, 2009.

FINAL DATE FOR COMMENT AND COMPLETION OF NOTICE:

December 8, 2009

CONTACT PERSON AT AGENCY: Kathleen Healey
Associate Counsel



Jim L. Ridling
Commissioner of Insurance