

**191—37.53(507B,514D) Form and content of advertisements.** An insurer must clearly identify its Medicare supplement insurance policy as an insurance policy. A policy trade name must be followed by the words “Insurance Policy” or similar words clearly identifying the fact that an insurance policy or health benefits product (in the case of health maintenance organizations, prepaid health plans and other direct service organizations) is being offered.  
[ARC 7964B, IAB 7/15/09, effective 8/19/09]