



OFFICE OF INSURANCE REGULATION

Life & Health Product Review

MEDICARE SUPPLEMENT ADVERTISEMENT CHECKLIST

Statute/Rule	Description	Yes	No	N/A	Page #
69O-156.102(3)	Advertisements shall be identified by form numbers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.103(7)	The cover letter must state the type of advertisement: Institutional Advertisement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.103(9)	The cover letter must state the type of advertisement: Invitation to Contract.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.103(10)	The cover letter must state the type of advertisement: Invitation to Inquire.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.103(11)	The cover letter must state the type of advertisement: Lead Generating Device	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.104	Method of Disclosure of Required Information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.105(1)	Unfair, Deceptive, Practices defined: Sales person shall be identified as an agent.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.105(2)	Unfair, Deceptive, Practices defined: Misrepresent a policy to induce replacement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.105(4)	Unfair, Deceptive, Practices defined: Must disclose advertisement as an "insurance product".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.106	Certification.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.107(1)	Form and Content of Advertisement shall be complete and clear to avoid deception.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.107(2)	Form and Content of Advertisement shall not be misleading.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.107(3)	Form and Content of Advertisement shall clearly identify the product as an "Insurance Policy".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.107(8)	Form and Content of Advertisement shall include the name of a Florida licensed agent.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.108(1)	Advertisements of Benefits payable, losses covered or premiums payable shall not use deceptive words, phrases, or illustrations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.108(2)	Invitation to Contract Advertisement shall disclose exceptions, reductions, and limitations of the policy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.108(3)	Invitation to Contract Advertisement shall disclose Pre-existing conditions of the policy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.109	Invitation to Contract Advertisement shall disclose renewability, cancellability, and termination of the policy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.110	Testimonials or Endorsements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.111	Use of Statistics.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.112	Identification of Plan or number of Policies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.113	Disparaging Comparisons and Statements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



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69O-156.114	Jurisdictional Licensing and Status of Insurer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.115(1)	Name of the actual Insurer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.115(7)	Disclaimer language concerning government.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.115(9)	Name of the actual Insurer presented in same size & type as corporate name or trademark.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.115(10)	Name of the actual Insurer presented in same size & type as agency name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.117	Introductory, Initial or Special Offers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
69O-156.118	Statements about an Insurer – Ratings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	