

**304.38-180 Prohibited practices.**

- (1) No health maintenance organization, or representative thereof, may cause or knowingly permit the use of advertising or solicitation which is untrue or misleading, or any form of evidence of coverage which is deceptive.
- (2) No health maintenance organization shall cancel an enrollee's coverage, except for the failure to pay the charge for such coverage, or for such other reasons as may be promulgated in regulations issued by the commissioner.
- (3) Subtitle 12 of this chapter shall be construed to apply to health maintenance organizations and evidences of coverage, except to the extent that the commissioner determines that the nature of health maintenance organizations and evidence of coverage under such sections is clearly inappropriate.

**Effective:** July 15, 2010

**History:** Amended 2010 Ky. Acts ch. 24, sec. 1512, effective July 15, 2010. -- Created 1974 Ky. Acts ch. 357, subtit. 38, sec. 18, effective June 21, 1974.