

STATE OF WISCONSIN )  
 )ss.  
OFFICE OF THE COMMISSIONER OF INSURANCE)

TO ALL TO WHOM THESE PRESENTS SHALL COME, GREETINGS:

I, Harold R. Wilde, Commissioner of Insurance and custodian of the official records of said office, do hereby certify that the annexed order adopting a rule relating to standards for accident and sickness insurance sold to the Medicare eligible was issued by this office on May 26, 1977.

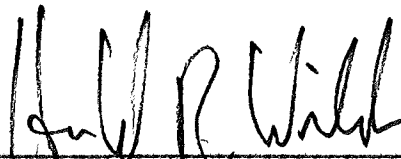
I further certify that said copy has been compared by me with the original on file in this office and that the same is a true copy thereof, and of the whole of such original.

IN TESTIMONY WHEREOF, I have hereunto subscribed my name in the City of Madison, State of Wisconsin, this 26th day of May, 1977.

STATE OF WISCONSIN  
DEPARTMENT OF STATE  
RECEIVED AND FILED

MAY 26 1977

DOUGLAS LAFOLLETTE  
SECRETARY OF STATE



Harold R. Wilde  
Commissioner of Insurance

RECEIVED  
MAY 26 1977  
11:40 am  
REVISOR OF STATUTES  
BUREAU

STATE OF WISCONSIN  
DEPARTMENT OF STATE  
RECEIVED AND FILED

ORDER OF THE OFFICE OF THE COMMISSIONER OF INSURANCE

Adopting a Rule

MAY 26 1977

Pursuant to authority vested in the Commissioner of Insurance by section 601.41 (3), Wis. Stats., the Commissioner of Insurance hereby adopts a rule as follows:

DOUGLAS LAFOLLETTE  
SECRETARY OF STATE

Section Ins 3.39 of the Wisconsin Administrative Code is adopted to read:

Ins 3.39 Standards for accident and sickness insurance sold to the Medicare eligible.

(1) PURPOSE. (a) This rule establishes minimum requirements for accident and sickness insurance which may be sold to Medicare eligible persons as Medicare supplement coverage. A policy will be approved by the Commissioner as a Medicare supplement if it contains the Designation and Caption that is appropriate for the level of coverage that policy provides. A policy that is designed or structured as a supplement to Medicare will be disapproved pursuant to section 631.20, Wis. Stats., if that policy does not meet the minimum requirements of any of the four classes of Medicare supplement insurance specified in this rule. Disclosure provisions are also established for other accident and sickness policies sold to Medicare eligible persons, because such policies frequently have been represented to, and purchased by, the Medicare eligible as supplements to Medicare.

(b) This rule seeks to reduce abuses and confusion associated with the sale of accident and sickness insurance to Medicare eligible persons by providing for clearly defined categories of Medicare supplement insurance and reasonable minimum levels of coverage for each category. The disclosure requirements and categories established are intended to provide to Medicare eligible persons guidelines that can be used to compare Medicare supplement insurance policies on the market and to aid them in the purchase of Medicare

supplement coverage which is suitable for their needs. The rule is designed not only to improve the ability of the Medicare eligible consumer to make an informed choice when purchasing a Medicare supplement policy, but also to assure the Medicare eligible persons of this state that no policy will be approved by the Commissioner as a "Medicare supplement policy" unless it contains coverage which warrants the use of that label.

(c) Wisconsin statutes interpreted and implemented by this rule include but are not limited to sections 601.01 (3) (b), 631.20 (2), 631.23 and 628.34 (11).

(2) SCOPE. This rule applies to any individual accident and sickness insurance coverage which relates its benefits to Medicare, is designed to complement Medicare or is advertised or marketed as a supplement to Medicare, including hospital confinement indemnity coverage, nursing home coverage and specified disease coverage sold to the Medicare eligible, except that this rule shall not apply to conversion contracts issued as extensions or replacements for prior individual or group coverage.

(3) DEFINITIONS. For the purpose of this rule:

(a) Medicare means the hospital (part A) and medical (part B) insurance program established by title XVIII of the federal social security act of 1965, as amended.

(b) Medicare eligible persons include all persons who qualify for Medicare.

(c) Medicare eligible expenses are health care expenses of the type covered by Medicare, which may or may not be fully reimbursed by Medicare.

(d) Medicare supplement coverage means hospital, surgical or medical expense incurred and/or indemnity coverage which relates its coverage to eligibility for Medicare and which is designed to pay a specific deductible or co-payment requirement imposed under Medicare Parts A and/or B and which conforms to subsection (5) of this rule.

(e) Hospital confinement indemnity coverage means coverage as defined in Wisconsin Administrative Code section Ins 3.27 (4) (b) 6.

(f) Specified disease coverage means coverage which is limited to named or defined sickness conditions. Such coverage does not include dental or vision care coverage.

(g) Nursing facility means an institution which provides professional convalescent or rehabilitative services and which is licensed by the State of Wisconsin.

(h) Outline of coverage means an appropriately captioned or titled printed statement which meets the requirements of Wis. Adm. Code section Ins 3.27 (5) (1) and of subsection (4) (b) of this rule.

(i) Terms such as "skilled nursing facility" and "benefit period" used in this rule shall be as defined by Medicare. Terms used in Medicare supplement policies shall be worded no less favorably to the insured person than the corresponding Medicare definition.

(4) REQUIREMENTS. No accident and sickness insurance policy comprehended by this rule shall relate its coverage to Medicare or be structured, advertised or marketed as a supplement to Medicare unless:

(a) The policy:

1. Provides at a minimum the coverage set out in subsection (5);

2. Contains no pre-existing condition waiting period longer than 12 months except that a condition may be excluded from coverage by name or specific, non-generic description, effective on the date expenses are incurred; and

3. Contains in close conjunction on its first page the Designation, printed in capitals in a clear, contrasting ink in 18-point type of a style in general use, and the Caption, printed in a clear, contrasting ink in 12-point type of a style in general use, prescribed in subsection (5); and

4. Is plainly printed as to text in black or blue ink in type of a style in general use, the size of which is uniform and not less than 10-point with a lower-case unspaced alphabet length not less than 120-point.

(b) The outline of coverage for the policy:

1. Contains a clearly worded and organized chart or charts:

a. Summarizing the benefits provided by Medicare parts A and B;

b. Summarizing the Medicare supplement benefits provided by the policy; and

c. Indicating what Medicare eligible expenses remain uncovered by Medicare and the policy;

2. Complies with sections Ins 3.27 (5) (1) and Ins <sup>3.27</sup>~~3.29~~ (9) (u), (v) and (zh) 2 and 4;

3. Contains conspicuous statements:

a. That Medicare will not pay for charges it deems "unreasonable and unnecessary";

b. Unless the policy explicitly provides otherwise, that the policy will not pay for charges deemed "unreasonable and unnecessary" by Medicare;

c. Unless the policy explicitly provides otherwise, that the policy will not cover expenses outside of Medicare such as routine doctor examinations or eye glasses;

d. That the chart summarizing Medicare benefits only briefly describes the program; and

e. That the federal social security administration or its Medicare publications should be consulted for further details and limitations;

4. Contains in a close conjunction on its first page the Designation, printed in capitals in a clear, contrasting ink in 24-point type of a style in general use, and the Caption, printed in a clear, contrasting ink in 18-point type of a style in general use, prescribed in subsection (5); and

5. Is submitted to the Commissioner for approval along with the policy form.

(5) AUTHORIZED DESIGNATIONS AND CAPTIONS AND MINIMUM COVERAGES. For a policy to meet the requirements of subsection (4), it must contain the authorized Designation, Caption and Minimum Coverage prescribed for one of the following categories of Medicare Supplement insurance.

(a) A MEDICARE SUPPLEMENT 1 policy must include:

1. The following Designation: MEDICARE SUPPLEMENT 1.

2. The following Caption: The State Insurance Commissioner's Office has established four categories of Medicare Supplement insurance and minimum benefit standards for each. These categories range from the most comprehensive (Medicare Supplement 1) to the least comprehensive (Medicare Supplement 4).

For an explanation of the differences between this "1" policy and policies in the other categories, consult the Commissioner's pamphlet "Health Insurance Advice for Senior Citizens" which you received with the application for this policy. Do not buy this policy if you did not get this pamphlet and were not given a chance to review the Outline of Coverage provided you.

3. The following Minimum Coverage: This level of coverage shall at a minimum cover all Medicare eligible expenses listed below to at least a stated maximum of \$22,500 per benefit period (inclusive of Medicare Parts A and B) or \$15,000 per benefit period for Medicare Part A and \$7,500 per calendar year for Medicare Part B. Benefits shall be provided for the enumerated expenses up to the stated maximum beyond the day limitations established by Medicare.

a. The following Medicare Part A eligible expenses:

1. Hospitalization, including 60 lifetime reserve days
2. Extended Care Services in a Skilled Nursing Facility
3. Home Health Care (post-hospital)
4. Blood

b. The following Medicare Part B eligible expenses:

1. Physician's services (except for routine physical examinations)
2. Home Health Care
3. Outpatient Hospital Services
  - i. Services in an emergency room or outpatient clinic
  - ii. Laboratory tests billed by a hospital
  - iii. X-rays and other radiology services billed by a hospital
  - iv. Medical supplies such as splints and casts
  - v. Drugs and biologicals which cannot be self-administered
4. Outpatient Physical Therapy and Speech Pathology Services
5. Other Health Services and Supplies
  - i. Diagnostic x-rays and independent laboratory tests
  - ii. Ambulance
  - iii. Surgical dressings
  - iv. Prosthetic devices
  - v. Durable medical equipment
  - vi. Portable diagnostic x-ray services
6. Blood

c. Coverage shall be provided for at least 75% of prescription drug expenses and 50% of psychiatric treatment up to a separate lifetime maximum of at least \$1,000.

(b) A MEDICARE SUPPLEMENT 2 policy must include:

1. The following Designation: MEDICARE SUPPLEMENT 2
2. The following Caption: The State Insurance Commissioner's Office has established four categories of Medicare Supplement insurance and minimum benefit standards for each. These categories range from the most comprehensive



(Medicare Supplement 1) to the least comprehensive (Medicare Supplement 4).

For an explanation of the differences between this "2" policy and policies in the other categories, consult the Commissioner's pamphlet "Health Insurance Advice for Senior Citizens" which you received with the application for this policy. Do not buy this policy if you did not get this pamphlet ~~and~~ were not given a chance to review the Outline of Coverage provided you.

3. The following Minimum Coverage: This level of coverage shall at a minimum cover all Medicare eligible expenses listed below to at least a stated maximum of \$15,000 per benefit period (inclusive of Medicare Parts A and B) or \$10,000 per benefit period for Medicare Part A and \$5,000 per calendar year for Medicare Part B. Benefits shall be provided for the enumerated expenses up to the stated maximum beyond the day limitations established by Medicare unless a minimum period is specified below.

a. The following Medicare Part A eligible expenses:

1. Hospitalization, including 60 lifetime reserve days
2. Extended Care Services in a Skilled Nursing Facility  
to the 100th day of confinement
3. Home Health Care (post-hospital)

b. The following Medicare Part B eligible expenses:

1. Physician's services (except for routine physical examinations)
2. Home Health Care
3. Outpatient Hospital Services
  - i. Services in an emergency room or outpatient clinic
  - ii. Laboratory tests billed by a hospital
  - iii. X-rays and other radiology services billed by a hospital
  - iv. Medical supplies such as splints and casts
  - v. Drugs and biologicals which cannot be self-administered

4. Outpatient Physical Therapy and Speech Pathology Services

5. Other Health Services and Supplies

i. Diagnostic x-rays and independent laboratory tests

ii. Ambulance

iii. Surgical dressings

(c) A MEDICARE SUPPLEMENT 3 policy must include:

1. The following Designation: MEDICARE SUPPLEMENT 3

2. The following Caption: The State Insurance Commissioner's Office

has established four categories of Medicare Supplement insurance and minimum benefit standards for each. These categories range from the most comprehensive (Medicare Supplement 1) to the least comprehensive (Medicare Supplement 4). For an explanation of the differences between this "3" policy and policies in the other categories, consult the Commissioner's pamphlet "Health Insurance Advice for Senior Citizens" which you received with the application for this policy. Do not buy this policy if you did not get this pamphlet and were not given a chance to review the Outline of Coverage provided you.

3. The following Minimum Coverage: This level of coverage shall at a minimum cover all Medicare eligible expenses listed below to at least a stated maximum of \$6,500 per benefit period (inclusive of Medicare Parts A and B) or \$5,000 per benefit period for Medicare Part A and \$1,500 per calendar year for Medicare Part B. Benefits shall be provided for the enumerated expenses up to the stated maximum beyond the day limitations established by Medicare unless a minimum period is specified below.

a. The following Medicare Part A eligible expenses:

1. Hospitalization to the 90th day of confinement

2. Co-payment for each of 30 lifetime reserve days  
of hospital confinement

3. Extended Care Services in a Skilled Nursing Facility  
to the 100th day of confinement

b. The following Medicare Part B eligible expenses:

1. Physician's services (except for routine physical examinations)
2. Outpatient Hospital Services
  - i. Services in an emergency room or outpatient clinic
  - ii. Laboratory tests billed by a hospital
  - iii. X-rays and other radiology services billed by a hospital
  - iv. Medical supplies such as splints and casts
3. Ambulance

(d) A MEDICARE SUPPLEMENT 4-A policy must include:

1. The following Designation: MEDICARE SUPPLEMENT 4-A - LIMITED MEDICARE PART A SUPPLEMENT ONLY.

2. The following Caption: This policy provides substantial coverage for hospitalization and other Medicare Part A expenses only. It will not pay for doctor's bills or any other Medicare Part B expenses. The State Insurance Commissioner's Office has established four categories of Medicare Supplement insurance and minimum benefit standards for each. These categories range from the most comprehensive (Medicare Supplement 1) to the least comprehensive (Medicare Supplement 4). For an explanation of the differences between this "4-A" policy and policies in the other categories, consult the Commissioner's pamphlet "Health Insurance Advice for Senior Citizens" which you received with the application for this policy. Do not buy this policy if you did not get this pamphlet and were not given a chance to review the Outline of Coverage provided you.

3. The following Minimum Coverage: This level of coverage shall at a minimum cover all Part A Medicare eligible expenses listed below to at least a stated maximum of \$15,000 per benefit period. Benefits shall be provided for the enumerated expenses up to the stated maximum beyond the day limitations established by Medicare. This policy shall not contain any coverage to Supplement Medicare Part B.

a. The following Medicare Part A eligible expenses:

1. Hospitalization, including 60 lifetime reserve days
2. Extended Care Services in a Skilled Nursing Facility
3. Home Health Care (post-hospital)
4. Blood

(e) A MEDICARE SUPPLEMENT 4-B policy must include:

1. The following Designation: MEDICARE SUPPLEMENT 4-B - LIMITED BENEFIT PART B SUPPLEMENT ONLY.

2. The following Caption: This policy provides supplemental coverage for the doctor's bill and other medical expenses under Medicare Part B only. It will not pay for hospitalization, a nursing home stay or other Medicare Part A expenses. The State Insurance Commissioner's Office has established four categories of Medicare Supplement insurance and minimum benefit standards for each. These categories range from the most comprehensive (Medicare Supplement 1) to the least comprehensive (Medicare Supplement 4). For an explanation of the differences between this "4-B" policy and policies in the other categories, consult the Commissioner's pamphlet "Health Insurance Advice for Senior Citizens" which you received with the application for this policy. Do not buy this policy if you did not get this pamphlet and were not given a chance to review the Outline of Coverage provided you.

3. The following Minimum Coverage: This level of coverage shall at a minimum cover all Part B Medicare eligible expenses listed below to at least a stated maximum of \$7,500 per calendar year. Benefits shall be provided for the enumerated expenses up to the stated maximum beyond the day limitations established by Medicare. This policy shall not contain any coverage to supplement Medicare Part A. A deductible up to \$500 of Medicare eligible expenses per calendar year may be included.

a. The following Medicare Part B eligible expenses:

1. Physicians Services (except for routine physical examinations)
2. Home Health Care
3. Outpatient Hospital Services
  - i. Services in an emergency room or outpatient clinic
  - ii. Laboratory tests billed by a hospital
  - iii. X-rays and other radiology services billed by a hospital
  - iv. Medical Supplies such as splints and casts
  - v. Drugs and biologicals which cannot be self-administered
4. Outpatient Physical Therapy and Speech Pathology Services
5. Other Health Services and Supplies
  - i. Diagnostic x-rays and independent laboratory tests
  - ii. Ambulance
  - iii. Surgical dressings
  - iv. Prosthetic devices
  - v. Durable medical equipment
  - vi. Portable diagnostic x-ray services
6. Blood

(6) PERMISSIBLE EXCLUSIONS AND LIMITATIONS: The coverages set out in subsection (5) may:

(a) exclude expenses for which the insured is compensated by Medicare.

(b) exclude coverage for the initial deductibles for Medicare

Parts A and B.

(c) include any exclusion, limitation or conditions contained in Medicare.

(d) contain an appropriate provision relating to the effect of other insurance on claims.

(e) except for a Medicare Supplement 1 policy, limit coverage of psychiatric treatment to 50% of the reasonable and necessary charges and to a lifetime benefit of \$500.

(7) NURSING HOME COVERAGE. (a) Any Medicare Supplement policy comprehended within section (5) of this rule which supplies Skilled Nursing Facility Coverage must clearly and conspicuously state in the Outline of Coverage that the nursing home coverage provided will not cover all nursing home expenses, only Medicare eligible expenses in a Skilled Nursing Facility approved by Medicare. Unless the policy explicitly provides otherwise, the Outline of Coverage must also state clearly and conspicuously that neither Medicare nor the policy will pay for "custodial care" or rest home care.

(b) Any policy which has not been approved by the commissioner as a Medicare supplement policy and which provides coverage for confinement or care in a nursing home must apply such coverage to any nursing facility and may not exclude coverage because that nursing facility is not Medicare - certified. Such nursing facility policies shall bear the following Caption: The provisions of this policy do not

relate in any way to Medicare. This policy will not cover custodial care or rest home care. For more information, consult the Commissioner's pamphlet "Health Insurance Advice for Senior Citizens" which you received with the application for this policy.

(c) The Caption shall be placed on the front of each Outline of Coverage and on a separate half-sheet attached to the front of the policy. The Caption shall be conspicuously placed and printed in 18-point bold capital letters.

(8) HOSPITAL CONFINEMENT INDEMNITY COVERAGE. (a) Any hospital confinement indemnity coverage sold to a Medicare eligible person shall bear the following Caption: Attention Policyholder: This policy is not designed to fill the "gaps" of Medicare. It will compensate you only for a fixed dollar amount for a limited number of days you are hospital confined. For more information, consult the Commissioner's pamphlet "Health Insurance Advice for Senior Citizens" which you received with the application for this policy.

(b) The Caption shall be placed on the front of each outline of coverage and on a separate half-sheet attached to the front of the policy. The Caption shall be conspicuously placed and printed in 18-point bold capital letters.

(9) SPECIFIED DISEASE COVERAGE. (a) No policy providing benefits for specified diseases, or treatments unique to specified diseases or additional benefits for such specified diseases or treatments shall be sold to a Medicare eligible person unless it bears the following Designation: SPECIFIED OR RARE DISEASE LIMITED POLICY, followed by this Caption: Attention Policyholder: This policy is designed to cover only narrowly-defined illnesses or threats to your health which are unusual compared to the health care problems of the general public. This policy should not be purchased as a substitute for broad-based

health protection which could pay you for hospital and medical expenses incurred due to any of a variety of disorders. For more information, consult the Commissioner's pamphlet "Health Insurance Advice for Senior Citizens" which you received with the application for this policy.

(b) The Caption shall be placed on the front of each outline of coverage and on a separate half-sheet attached to the front of the policy. The Caption shall be printed in 18-point bold capital letters.

(10) "Health Insurance Advice For Senior Citizens" PAMPHLET. Every prospective Medicare eligible purchaser of any policy subject to this rule must receive a copy of the current edition of the Commissioner's pamphlet "Health Insurance Advice for Senior Citizens" at the time the prospect is provided an application. This pamphlet prepared by the Office of the Commissioner of Insurance provides information on Medicare and advice to senior citizens on the purchase of Medicare supplement insurance and other health insurance. Insurers may obtain copies of this pamphlet from the Commissioner at cost or may reproduce this pamphlet themselves. This pamphlet shall be periodically revised to reflect changes in Medicare and any other appropriate changes. Prior to the publication of the revised pamphlet, it shall be submitted to the Disability Subcommittee of the Forms and Classification Advisory Council and the Insurance Consumers Advisory Council for review. No insurer shall be responsible for providing applicants the revised pamphlet until 30 days after the insurer has received notice that the revised pamphlet is available at the Commissioner's office.

(11) APPROVAL NOT A RECOMMENDATION. While the Commissioner may authorize the use of a particular Designation on a policy in accordance with this rule, that authorization is not to be construed or advertised as a recommendation of any particular policy by the Commissioner or the State of Wisconsin.

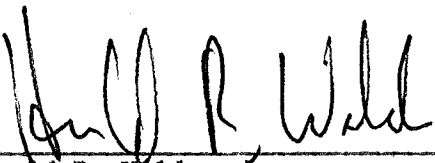


(12) SEVERABILITY. If any provision of this rule or its application to any person or circumstance is held invalid, the invalidity does not affect other provisions or applications of the rule which can be given effect without the invalid provision or application, and to this end the parts of the rule are declared to be severable.

(13) EFFECTIVE DATE. This rule shall take effect 120 days after publication of this rule or November 1, 1977, whichever is later.

[NOTE: Subsequent to the adoption of this rule but prior to its effective date the pamphlet required by subsection (10) shall be revised pursuant to the procedures of that subsection. The revised pamphlet shall include information on this rule and contain other appropriate changes.]

Dated at Madison, Wisconsin, this 26th day of May, 1977.

  
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Harold R. Wilde  
Commissioner of Insurance