Deceptive Enrollment Practices Update

To ensure we are protecting our members and the broker community during Open Enrollment and going forward, Ambetter Health has adopted policies and procedures to alleviate the increase in member enrollment complaints stemming from misleading advertisements and lack of communication from the broker making the enrollment.

We have been reviewing complaints and we are taking termination actions against brokers and lead generation companies that have been misleading consumers. Ambetter Health will not tolerate deceptive enrollment practices.

To conduct business with Ambetter Health, brokers are expected to do the following:

- Engage directly with all clients to explain coverage options and recommend plan based best fit for the consumer.
- Provide the consumer's complete and accurate information at time of enrollment, including income and eligibility requirements.
- Provide accurate information to consumers throughout the entire sales and enrollment process, including advertising.
- Adhere to consumer consent and accuracy of application requirements as defined by CMS/CCIIO. Please review the link: FAQ: 2024 Payment Notice Requirements

Prohibited activities include:

- Collecting consumer information and some version of consent via online forms or social media ads
- Using unapproved Ambetter Health logos or copy in advertisements. All usage must receive approval from Ambetter Health prior to ad placement.
- Misleading advertisements that promise monetary or other incentives to enroll
- Soliciting to members already enrolled in an Ambetter Health plan with another broker, with intent to change the agent of record
- Any other practice that misleads the consumer to enroll in a plan

Failure to comply, will result in a warning. If the activity persists, then a corrective action plan up to termination will follow.

Please contact your Account Executive at **1-855-700-7985, option 3**, or email us at ambettersales@centene.com with any questions.

| Quick Pay | Broker Portal | EDE Tool |