



Gerber Life
Insurance Company

MEDICARE SUPPLEMENT OHIO SOLICITATION REGULATION

MEDICARE SUPPLEMENT
December 1, 2011

REGULATORY UPDATE:

Effective November 11, 2011 the following regulatory change was made in Ohio regarding the solicitation of insurance to Medicare-eligible individuals.

The following **unsolicited** contact with a Medicare-eligible person is prohibited:

- Telephonic or electronic solicitation, which includes leaving an electronic voicemail message on an answering machine;
- Text message, or email contact;
- Soliciting door to door;
- Leaving information such as a leaflet or flyer on someone's car;
- Approaching a Medicare-eligible person in common areas (e.g., parking lots, hallways, lobbies, etc.); and
- Attempting to or contacting a Medicare-eligible person residing in a nursing home, long term care facility, assisted living facility, or other similar residence established for or primarily occupied by senior citizens.

Please forward this information to your producers and staff.

QUESTIONS:

Call: (877) 617-5592

E-Mail: GerberSalesSupport@medsuppservices.com