

## Chapter Ins 9

### MANAGED CARE PLANS

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#### Subchapter I — Definitions

**Ins 9.01 Definitions.** In addition to the definitions in s. 609.01, Stats., in this chapter:

(1) “Acceptable letter of credit” means a clean, unconditional, irrevocable letter of credit issued by a Wisconsin bank or any other financial institution acceptable to the commissioner which renews on an annual basis for a 3-year term unless written notice of non-renewal is given to the commissioner and the limited service health organization at least 60 days prior to the renewal date.

(2) “Commissioner” means the “commissioner of insurance” of this state or the commissioner’s designee.

(3) “Complaint” means any dissatisfaction about an insurer or its contracted providers expressed by an enrollee, or an enrollee’s authorized representative, to the insurer.

(4) “Expedited grievance” means a grievance where the standard resolution process may include any of the following:

(a) Serious jeopardy to the life or health of the enrollee or the ability of the enrollee to regain maximum function.

(b) In the opinion of a physician with knowledge of the enrollee’s medical condition, would subject the enrollee to severe pain that cannot be adequately managed without the care or treatment that is the subject of the grievance.

(c) It is determined to be an expedited grievance by a physician with knowledge of the enrollee’s medical condition.

(5) “Grievance” means any dissatisfaction with the administration, claims practices or provision of services by a managed care plan, limited service health organization or preferred provider plan that is expressed in writing to the insurer by, or on behalf of, an enrollee.

(6) “Health benefit plan” has the meaning provided under s. 632.745 (11), Stats.

(7) “HMO” or “health maintenance organization” means a health care plan as defined in s. 609.01 (2), Stats.

(8) “Health maintenance organization insurer” has the meaning provided under s. 600.03 (23c), Stats.

(9) “Hospital emergency facility” means any hospital facility that offers services for emergency medical conditions as described in s. 632.85 (1) (a), Stats., within its capability to do so and in accordance with s. HFS 124.24, or the licensure requirements of the jurisdiction in which the hospital resides.

(10) “IPA” or “individual practice association” has the meaning provided under s. 600.03 (23g), Stats.

(11) “Limited service health organization” means a health care plan as defined in s. 609.01 (3), Stats.

(12) “Managed care plan” has the meaning provided under s. 609.01 (3c), Stats., and includes Medicare + Choice plan as defined in s. Ins 3.39 (3) (cm), Medicare Select policy as defined in s. Ins 3.39 (30) (b) 4., and health benefit plans that either directly or indirectly contract for use of providers.

(13) “OCI complaint” means any written complaint received by the office of the commissioner of insurance by, or on behalf of, an enrollee of a managed care plan.

(14) “Office” means the “office of the commissioner of insurance.”

(15) “Preferred provider plan” has the meaning provided under s. 609.01 (4), Stats.

(16) “Primary provider” has the meaning provided under s. 609.01 (5), Stats.

(17) “Silent provider network” means one or more participating providers that provide services covered under a managed care plan where all of the following apply:

(a) The insurer does not include any incentives or penalties in the managed care plan related to utilization or failure to utilize the provider.

(b) The only direct or indirect compensation arrangement the insurer has with the provider provides for compensation that is:

1. On a fee for service basis and not on a risk sharing basis, including, but not limited to, capitation, withholds, global budgets, or target expected expenses or claims;

2. The compensation arrangement provides for compensation that is not less than 80% of the provider’s usual fee or charge.

(c) The insurer, in any arrangement described under par. (b), requires that the reduction in fees will be applied with respect to cost sharing portions of expenses incurred under the managed care plan to the extent the provider submits the claim directly to the insurer.

(d) The provider is not directly or indirectly managed, owned, or employed by the insurer.

(e) The insurer does not disclose, market, advertise, provide a telephone service or number relating to, or include in policyholder or enrollee material information relating to, the availability of the compensation arrangement described under par. (b), or the names or addresses of the provider or an entity that maintains a compensation arrangement described under par. (b), except to the extent required by law in processing of explanation of benefits.

The insurer may not indirectly cause or permit a prohibited disclosure and may not make any such disclosure in the course of utilization review or pre-authorization functions.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

### **Subchapter II — Financial Standards for Health Maintenance Organizations or Limited Service Health Organizations**

**Ins 9.02 Purpose.** This subchapter establishes financial standards for health maintenance organizations and limited service health organizations doing business in Wisconsin. These requirements are in addition to any other statutory or administrative rule requirements that apply to health maintenance organizations and limited service health organizations.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.03 Scope.** This subchapter applies to all insurers writing health maintenance organization or limited service health organization business in this state.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.04 Financial requirements.** The following are the minimum financial requirements for compliance with this section unless a different amount is ordered by the commissioner:

**(1) CAPITAL.** Unless otherwise ordered by the commissioner the minimum capital or permanent surplus of:

(a) A health maintenance organization insurer first licensed or organized on or after July 1, 1989, is \$750,000;

(b) A health maintenance organization insurer first licensed or organized prior to July 1, 1989, is \$200,000;

(c) The minimum capital or permanent surplus requirement for an insurer licensed to write only limited service health organization business shall be not less than \$75,000. The commissioner may accept the deposit or letter of credit under sub. (3) to satisfy the minimum capital or permanent surplus requirement under this par. (c), if the insurer licensed to write only limited service health organization business demonstrates to the satisfaction of the commissioner that it does not retain any risk of financial loss because all risk of loss has been transferred to providers through provider agreements.

(d) Any other insurer writing health maintenance organization or limited service health organization business, is the amount of capital or required surplus required under the statutes governing the organization of the insurer.

**(2) COMPULSORY SURPLUS.** (a) An insurer, including an insurer organized under ch. 613, Stats., writing health maintenance organization or limited service health organization business, except for a health maintenance organization insurer or an insurer licensed to write only limited service health organization business, is subject to s. Ins 51.80.

(b) A health maintenance organization insurer shall maintain a compulsory surplus as follows, or a greater amount required by order of the commissioner: the greater of \$750,000 or an amount equal to the sum of:

1. 10% of premiums earned in the previous 12 months for policies that include coverages that are considered other insurance business under s. 609.03 (3) (a) 3., Stats., plus;

2. 3% of other premiums earned in the previous 12 months except that if the percentage of the liabilities of the health maintenance organization insurer that are covered liabilities is less than 90%, 6% of other premiums earned in the previous 12 months.

(c) Each insurer licensed to write only limited service health organization business shall maintain a compulsory surplus to provide security against contingencies that affect its financial position but which are not fully covered by provider contracts, insolvency insurance, reinsurance, or other forms of financial guarantees. The compulsory surplus shall be the greater of 3% of

the premiums earned by the limited service health organization in the previous 12 months, or \$75,000.

(d) The commissioner may accept a deposit of securities or letter of credit with the same terms and conditions as required under sub. (3) to satisfy the compulsory surplus requirement if the limited service health organization demonstrates to the satisfaction of the commissioner that it does not retain any risk of financial loss because all risk of loss has been transferred to providers through provider agreements. The commissioner may, by order, require a higher or lower compulsory surplus or may establish additional factors for determining the amount of compulsory surplus required for a particular limited service health organization.

**(3) DEPOSIT OR LETTER OF CREDIT.** Each limited service health organization shall maintain either a deposit of securities with the state treasurer or an acceptable letter of credit on file with the commissioner's office. The amount of the deposit or letter of credit shall be not less than \$75,000 for limited service health organizations. The letter of credit shall be payable to the commissioner whenever rehabilitation or liquidation proceedings are initiated against the limited service health organization.

**(4) RISKS.** Risks and factors the commissioner may consider in determining whether to require greater compulsory surplus by order include, but are not limited to, those described under s. 623.11 (1) (a) and (b), Stats., and the extent to which the insurer effectively transfers risk to providers. A health maintenance organization insurer may transfer risk through any mechanism including, but not limited to, those provided under s. Ins 9.05 (4).

**(5) SECURITY SURPLUS.** (a) An insurer, including an insurer organized under ch. 613, Stats., writing health maintenance organization insurance or limited service health organization business, except for a health maintenance organization insurer or an insurer licensed to write only limited service health organization business, is subject to s. Ins 51.80.

(b) Health maintenance organization insurers and insurers licensed to write only limited service health organization business should maintain a security surplus to provide an ample margin of safety and clearly assure a sound operation. The security surplus of a health maintenance organization insurer shall be the greater of:

1. Compulsory surplus plus 40% reduced by 1% for each \$33 million of premium in excess of \$10 million earned in the previous 12 months; or

2. 110% of its compulsory surplus.

(c) The security surplus of an insurer licensed to write only limited service health organization business shall be not less than 110% of compulsory surplus.

**(6) INSOLVENCY PROTECTION FOR POLICYHOLDERS.** (a) Each health maintenance organization insurer is required to either maintain compulsory surplus as required for other insurers under s. Ins 51.80 or to demonstrate that in the event of insolvency all of the following shall be met:

1. Enrollees hospitalized on the date of insolvency will be covered until discharged.

2. Enrollees will be entitled to similar, alternate coverage that does not contain any medical underwriting or pre-existing limitation requirements.

(b) Each insurer licensed to write only limited service health organization business that provides hospital benefits shall demonstrate that, in the event of an insolvency, enrollees hospitalized at the time of an insolvency will be covered until discharged.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.05 Business plan.** All applications for certificates of incorporation and certificates of authority of a health maintenance organization insurer or an insurer licensed to write only limited service health organization business shall include a proposed business plan. In addition to the items listed in ss. 611.13 (2) and

613.13 (1), Stats., the following information shall be contained in the business plan:

**(1) ORGANIZATION TYPE.** (a) The type of health maintenance organization insurer, including whether the providers affiliated with the organization will be salaried employees, group contractors, or individual contractors.

(b) The type of limited service health organization insurer including:

1. The name and address of the insurer licensed to write only limited service health organization business and the names and addresses of individual providers, if any, who control the insurer licensed to write only limited service health organization business, and;

2. The type of organization, including information on whether providers will be salaried employees of the organization or individual or group contractors.

**(2) FEASIBILITY STUDIES AND MARKETING SURVEYS.** A summary of feasibility studies or marketing surveys that support the financial and enrollment projections for the health maintenance organization insurer or the insurer licensed to write only limited service health organization business. The summary shall include the potential number of enrollees in the operating territory, the projected number of enrollees for the first 5 years, the underwriting standards to be applied, and the method of marketing the organization.

**(3) GEOGRAPHICAL SERVICE AREA.** The geographical service area by county including a chart showing the number of primary and specialty care providers with locations and service areas by county; the method of handling emergency care, with locations of emergency care facilities; and the method of handling out-of-area services.

**(4) PROVIDER AGREEMENTS.** The extent to which any of the following will be included in provider agreements and the form of any provisions that do any of the following:

(a) Limit the providers' ability to seek reimbursement for covered services from policyholders or enrollees.

(b) Permit or require the provider to assume a financial risk in the health maintenance organization insurer, including any provisions for assessing the provider, adjusting capitation or fee-for-service rates, or sharing in the earnings or losses.

(c) Govern amending or terminating agreements with providers.

**(5) PROVIDER AVAILABILITY.** A description of how services will be provided to policyholders in each service area, including the extent to which primary care will be given by providers under contract with the health maintenance organization insurer.

**(6) QUALITY ASSURANCE.** A summary of comprehensive quality assurance standards that identify, evaluate and remedy problems related to access to care and continuity and quality of care. The summary shall address all of the following:

(a) A written internal quality assurance program.

(b) Written guidelines for quality of care studies and monitoring.

(c) Performance and clinical outcomes-based criteria.

(d) Procedures for remedial action to address quality problems, including written procedures for taking appropriate corrective action.

(e) Plans for gathering and assessing data.

(f) A peer review process.

(g) A process to inform enrollees on the results of the insurer's quality assurance program.

(h) Any additional information requested by the commissioner.

**(7) PLAN ADMINISTRATION.** A summary of how administrative services will be provided, including the size and qualifications of

the administrative staff and the projected cost of administration in relation to premium income. If management authority for a major corporate function is delegated to a person outside the organization, the business plan shall include a copy of the contract. Contracts for delegated management authority shall be filed for approval with the commissioner under ss. 611.67 and 618.22, Stats. The contract shall include all of the following:

(a) The services to be provided.

(b) The standards of performance for the manager.

(c) The method of payment including, any provisions for the administrator to participate in the profit or losses of the plan.

(d) The duration of the contract.

(e) Any provisions for modifying, terminating or renewing the contract.

**(8) FINANCIAL PROJECTIONS.** A summary of: current and projected enrollment; income from premiums by type of payor; other income; administrative and other costs; the projected break even point, including the method of funding the accumulated losses until the break even point is reached; and a summary of the assumptions made in developing projected operating results.

**(9) FINANCIAL GUARANTEES.** A summary of all financial guarantees by providers, sponsors, affiliates or parents within a holding company system, or any other guarantees which are intended to ensure the financial success of the health maintenance organization insurer. These include hold harmless agreements by providers, insolvency insurance, reinsurance or other guarantees.

**(10) CONTRACTS WITH ENROLLEES.** A summary of benefits to be offered enrollees including any limitations and exclusions and the renewability of all contracts to be written.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.06 Changes in the business plan.** (1) A health maintenance organization insurer or an insurer licensed to write only limited service health organization business shall file a written report of any proposed substantial change in its business plan. The insurer shall file the report at least 30 days prior to the effective date of the change. The office may disapprove the change. The insurer may not enter into any transaction, contract, amendment to a transaction or contract or take action or make any omission that is a substantial change in the insurer's business plan prior to the effective date of the change or if the change is disapproved. Substantial changes include changes in articles and bylaws, organization type, geographical service areas, provider agreements, provider availability, plan administration, financial projections and guarantees and any other change that might affect the financial solvency of the plan. Any changes in the items listed in s. Ins 9.05 (4) shall be filed under this section.

(2) A change in the quality assurance plan conducted in accordance with s. Ins 9.40 and s. 609.32, Stats., is not a reportable change in a business plan.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.07 Copies of provider agreements.** (1) Notwithstanding any claim of trade secret or proprietary information, all managed care plan insurers and limited service health organization insurers shall, upon request, make available to the commissioner all executed copies of any provider agreements between the insurer and subcontracts with individual practice associations or individual providers. Managed care plans, provider networks or independent practice associations may assert that a portion of the contracts contain trade secrets and the commissioner may withhold that portion from the insurer to the extent it may be withheld under s. Ins 6.13.

(2) All health maintenance organization insurers or insurers licensed to write only limited service health organization business shall file with the commissioner, prior to doing business, copies of all executed provider agreements and other contracts covering liabilities of the health maintenance organization. For contracts



with providers, a list of providers executing a standard contract and a copy of the form of the contract may be filed instead of copies of the executed contracts.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.08 Other reporting requirements. (1) ANNUAL STATEMENT.** All insurers authorized to write health maintenance organization business and insurers licensed to write only limited service health organization business shall file with the commissioner by March 1 of each year an annual statement for the preceding year. A health maintenance organization insurer shall use the current health maintenance organization annual statement blank prepared by the national association of insurance commissioners.

(a) A health maintenance organization insurer shall include with its annual statement a statement of covered expenses, and a special procedures opinion from a certified public accountant, in the form prescribed by the commissioner as appendix A.

(b) A health maintenance organization insurer shall file a quarterly report, including a report concerning covered expenses, in a form prescribed by the commissioner within 45 days after the close of each of the first 3 calendar quarters of the year unless the commissioner has notified the insurer that another reporting schedule is appropriate.

(c) A health maintenance organization insurer shall include with its annual audit financial reports filed under s. Ins 50.05 a statement of covered expenses and an audit opinion concerning the statement. Both the statement and opinion shall be in the form prescribed by the commissioner as appendix B and are due no later than May 1 of each year.

**(2) QUARTERLY REPORT.** An insurer writing health maintenance organization business, other than a health maintenance organization insurer, shall file a quarterly report in a form prescribed by the commissioner within 45 days after the close of each of the first 3 calendar quarters of the year unless the commissioner notifies the insurer that another reporting schedule is appropriate.

**(3) PRESUMPTIONS.** (a) If a health maintenance organization insurer fails to file a statement or opinion required under subs. (1) to (3) by the time required, it is presumed, in any action brought by the office within one year of the due date, that the health maintenance organization insurer is in financially hazardous condition and that the percentage of its liabilities for health care costs which are covered liabilities is and continues to be less than 65% for the purpose of s. 609.95, Stats.

(b) It is presumed that the percentage of liabilities that are covered liabilities of a health maintenance organization insurer is and continues to be not greater than the percentage of covered expenses stated in the report or statement filed under subs. (1) to (3) for the most recent period.

(c) The health maintenance organization insurer has the burden of refuting a presumption under par. (a) or (b).

**(4) ANNUAL STATEMENT FORM.** An insurer licensed to write only limited service health organization business shall use the current Limited Service Health Organization annual statement blank prepared by the national association of insurance commissioners. All other insurers shall file an annual report in a form prescribed by the commissioner.

**Note:** The list of the forms described in subs. (1) and (4) may be obtained from the Office of the Commissioner of Insurance, P. O. Box 7873, Madison, WI 53707-7873.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.09 Notice of election and termination of hold harmless. (1)** A notice of election to be exempt from s. 609.91 (1) (b), Stats., or a notice of termination of election to be subject to s. 609.91 (1) (c), Stats., in accord with s. 609.925 (1), Stats., is effective only if filed on the form prescribed by the commissioner and if the form is properly completed.

**(2)** A notice of termination of election to be exempt from s. 609.91 (1) (b), Stats., in accord with s. 609.92 (4), Stats., or a

notice of termination of election to be subject to s. 609.91 (1) (c), Stats., in accord with s. 609.925 (2), Stats., shall be filed on the form prescribed by the commissioner. Notices described in this subsection that are filed with the commissioner but are not on the prescribed form or are not properly completed are nevertheless effective.

**(3)** In accordance with s. 609.93, Stats., a provider may not exercise an election under s. 609.92 or 609.925, Stats., separately from a clinic or an individual practice association with respect to health care costs arising from health care provided under a contract with, or through membership in, the individual practice association or provided through the clinic.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.10 Receivables from affiliates.** A receivable, note or other obligation of an affiliate to a health maintenance organization insurer and limited service health organization insurer shall be valued at zero by the insurer for all purposes including, but not limited to, the purpose of reports or statements filed with the office, unless the commissioner specifically approves a different value. The different value shall be not more than the amount of the receivable, note or other obligation which is fully secured by a security interest in cash or cash equivalents held in a segregated account or trust.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.11 Receivables from Individual Practice Association ("IPA").** After December 31, 1990, a health maintenance organization insurer shall value receivables, notes or obligations of individual practice associations as defined under s. 600.03 (23g), Stats., at zero for all purposes including, but not limited to, the purpose of reports or statements filed with the office, unless the receivable, note or obligation is fully secured by a security interest in cash or cash equivalents held in a segregated account or trust.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.12 Incidental or immaterial indemnity business in health maintenance organizations. (1)** Except as provided by sub. (2), insurance business is not incidental or immaterial under s. 609.03 (3) (a) 3., Stats., if a health maintenance organization insurer issues coverage which is not typically included in a health maintenance organization or limited service health organization policy and the insurer does any of the following:

(a) Markets the policy containing the coverage.

(b) The total premium for policies containing the coverage exceeds or is projected to exceed 5% of total premium earned in any 12-month period.

**(2)** Insurance business is incidental or immaterial under s. 609.03 (3) (a) 3., Stats., if the business is written according to the terms of a specific business plan for issuance of coverage under s. 609.03 (3) (a) 3., Stats., and the business plan is approved in writing by the office. A request for approval to do business under this paragraph including, but not limited to, issuance of policies with point of service coverage, shall include a detailed business plan, a copy of the policy form, a detailed description of how the business will be marketed and premium volume controlled, and other information prescribed by the office. The total premium for policies containing coverages subject to this paragraph and policies issued under sub. (1) may not exceed 10% of premium earned or projected to be earned in any 12-month period.

**(3)** If the commissioner approves insurance business as incidental or immaterial the commissioner may also, by order under s. Ins 9.04 (2), require the insurer to maintain more than the minimum compulsory surplus.

**(4)** For the purpose of this section, any coverage that covers services by a provider other than a participating provider is not typically included in a health maintenance organization or limited

service health organization policy, except coverage of emergency out-of-area services.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.13 Summary.** A health maintenance organization insurer shall use the form prescribed in appendix C to comply with s. 609.94, Stats.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.14 Nondomestic HMO.** No certificate of authority may be issued under ch. 618, Stats., to a person to do health maintenance organization or limited service health organization business in this state unless the person is organized and regulated as an insurer and domiciled in the United States.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.15 Time period.** In accordance with s. 227.116, Stats., the commissioner shall review and make a determination on an application for a certificate of authority within 60 business days after it has been received.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

### Subchapter III — Market Conduct Standards for Managed Care Plans

**Ins 9.30 Purpose.** This subchapter establishes market conduct standards for insurers offering managed care plans, preferred provider plans and limited service health organizations doing business in Wisconsin. These requirements are in addition to any other statutory or administrative rule requirements that apply to insurers offering managed care plans, preferred provider plans or limited service health organizations.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.31 Scope.** This subchapter applies to all insurers providing managed care plans or limited service health organization plans in this state. The insurer shall ensure that the requirements of this subchapter are met by all managed care plans, preferred provider plans or limited service health organization plans issued by the insurer. The commissioner may approve an exemption to this subchapter for an insurer to market a managed care plan, preferred provider plan or limited service health organization plan if the plan is filed with the commissioner and the commissioner determines that all of the following conditions are met:

(1) The coverage involves ancillary coverage with minimal cost controls, such as minimal cost controls involving vision, prescription cards or transplant centers.

(2) The cost controls are unlikely to significantly affect the pattern of practice.

(3) The exemption is consistent with the purpose of this subchapter.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.32 Limited exemptions. (1) SILENT DISCOUNT.** An insurer, with respect to a managed care plan:

(a) Is exempt from meeting the requirements under ss. 609.22, 609.24, 609.32, 609.34, 609.36 and 632.83, Stats., and ss. Ins 9.33, 9.34, 9.35, 9.37, 9.38, 9.39, 9.40 (1) to (7), 9.42 (1) to (7), if the only owned, employed, or participating provider providing services covered under the plan is a silent provider network.

(b) Is exempt from meeting the requirements under ss. 609.22, 609.24, 609.32, 609.34, and 609.36, Stats., and ss. Ins 9.34, 9.35, 9.37, 9.38, 9.39, 9.40 (1) to (7), and 9.42 (1) to (7), solely with respect to services provided by the silent provider network, if the plan also covers services by providers that the insurer owns or employs, or another participating provider. An insurer is not exempt from those provisions with respect to a provider that is not a silent provider network.

(2) **DE MINIMIS LIMITED EXCEPTION.** Insurers writing managed care plans are exempt from meeting the requirements under ss.

609.22 (1) to (4) and (8), 609.32 and 609.34, Stats., ss. Ins 9.34 (2) (a) and (b), 9.40 (1) to (7), and 9.42 (6) and (7), with respect to a managed care plan, if the insurer meets all of the following requirements.

(a) The managed care plan provides comprehensive benefits to insureds of at least 80% coverage for in-plan providers.

(b) The insurer's only financial incentive to the insureds to utilize participating providers is a co-insurance differential of not more than 10% between in-plan versus off-plan providers. Except for the co-insurance differential of no greater than 10%, all benefits, deductibles and co-payments must be the same regardless of whether the insured obtains benefits, services or supplies from in-plan or off-plan providers.

(c) The insurer makes no representation regarding quality of care.

(d) The insurer makes no representation that the managed care plan is a preferred provider plan or that the plan directs or is responsible for the quality of health care services. Nothing in this paragraph prevents an insurer from describing the availability or limits on availability of participating providers or the extent or limits of coverage under the managed care plan if participating or non-participating providers are utilized by an insured.

(e) The insurer, at the time an application is solicited, does all of the following.

1. Discloses to a potential applicant, and allows the applicant a reasonable opportunity to review, a directory which reasonably and clearly discloses the availability and location of providers:

a. Within reasonable travel distance from the principle location of the place of employment of employees likely to enroll under the plan, if the applicant is an employer; or

b. Within reasonable travel distance from the residence of the proposed insured, for any other application.

2. Obtains on the application, or on an addendum to the application, the applicant's signed acknowledgement that the applicant:

a. Has reviewed the disclosure under subd. 1.;

b. Understands that participating providers may or may not be available to provide services and that the insurer is not required to make participating providers available; and

c. Understands that the plan will provide reduced benefits if the insured uses a non-participating provider.

3. Provides to each applicant a copy of the provider directory at the time the policy is issued.

4. The insurer provides access to translation services for the purpose of providing information concerning benefits, to the greatest extent possible, if a significant number of enrollees of the plan customarily use languages other than English.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00; correction in (1) (a) made under s. 13.93 (2m) (b) 7., Stats., Register November 2001 No. 551.

**Ins 9.33 Grievance procedure.** **History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00; corrections in (1) (a), (5) (d), (g), and (7) (c) (intro.) made under s. 13.93 (2m) (b) 7., Stats.; CR 00-169: r., Register November 2001 No. 551, eff. 12-1-01.

**Ins 9.34 Access standards. (1) ANNUAL CERTIFICATION.**

An insurer offering a managed care plan shall file a certification with the commissioner within 3 months after the effective date of this rule, and thereafter, no later than August 1 of each year shall submit an annual certification to the commissioner demonstrating compliance with the access standards of this section and with s. 609.22, Stats., and s. Ins 9.32 for the preceding year. The certification shall be submitted on a form prescribed by the commissioner and signed by an officer of the company.

(2) **ADDITIONAL REQUIREMENTS.** An insurer offering a managed care plan shall have the capability to:

(a) Provide covered benefits by plan providers with reasonable promptness with respect to geographic location, hours of operation, waiting times for appointments in provider offices and after

hours care. The hours of operation, waiting times, and availability of after hours care shall reflect the usual practice in the local area. Geographic availability shall reflect the usual medical travel times within the community.

(b) Have sufficient number and type of plan providers to adequately deliver all covered services based on the demographics and health status of current and expected enrollees served by the plan.

(c) Provide 24-hour nationwide toll-free telephone access for its enrollees to the plan or to a participating provider for authorization for care which is covered by the plan.

**Note:** A copy of the annual certification form may be obtained from the Office of the Commissioner of Insurance, P. O. Box 7873, Madison, WI 53707-7873.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.35 Continuity of care. (1)** In addition to the requirements of s. 609.24, Stats., a managed care plan shall do either of the following:

(a) Upon termination of a provider from a managed care plan, the plan shall appropriately notify all enrollees of the termination, provide information on substitute providers, and at least identify the terminated providers within a separate section of the annual provider directory. In addition, the plan shall comply with the following as appropriate:

1. If the terminating provider is a primary provider and the managed care plan requires enrollees to designate a primary provider, the plan shall notify each enrollee who designated the terminating provider of the termination the greater of 30 days prior to the termination or 15 days following the insurer's receipt of the provider's termination notice and shall describe each enrollee's options for receiving continued care from the terminated provider.

2. If the terminating provider is a specialist and the managed care plan requires a referral, the plan shall notify each enrollee authorized by referral to receive care from the specialist of the termination the greater of 30 days prior to the termination or 15 days following the insurer's receipt of the provider's termination notice and describe each enrollee's options for receiving continued care from the terminated provider.

3. If the terminating provider is a specialist and the managed care plan does not require a referral, the provider's contract with the plan shall comply with the requirements of s. 609.24, Stats., and require the provider to post a notification of termination with the plan in the provider's office the greater of 30 days prior to the termination or 15 days following the insurer's receipt of the provider's termination notice.

(b) 1. Upon termination of a provider from a managed care plan, the plan shall notify all affected enrollees of the termination and each enrollee's options for receiving continued care from the terminated provider not later than 30 days prior to the termination, or upon notice by the provider if the plan receives less than 30 days notice. A managed care plan shall provide information on substitute providers to all affected enrollees.

2. If the provider is a primary provider and the managed care plan requires enrollees to designate a primary provider, the plan shall notify all enrollees who designated the terminating provider.

(2) A managed care plan is not required to provide continued coverage for the services of a provider if either of the following are met:

(a) The provider no longer practices in the managed care plan's geographic service area.

(b) The insurer issuing the managed care plan terminates the provider's contract due to misconduct on the part of the provider.

(3) The managed care plan shall make available to the commissioner upon request all information needed to establish cause for termination of providers.

(4) Medicare + Choice plans are not subject to s. 609.24 (1) (e), Stats., in accordance with 42 USC 1395w-26 (3) (B) ii.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.36 Gag clauses. (1)** No contract between a managed care plan and a participating provider may limit the provider's ability to disclose information, to or on behalf of an enrollee, about the enrollee's medical condition.

(2) A participating provider may discuss, with or on behalf of an enrollee, all treatment options and any other information that the provider determines to be in the best interest of the enrollee and within the scope of the provider's professional license. A managed care plan may not penalize the participating provider nor terminate the contract of a participating provider because the provider makes referrals to other participating providers or discusses medically necessary or appropriate care with or on behalf of an enrollee. A managed care plan may not retaliate against a provider for advising an enrollee of treatment options that are not covered benefits under the plan.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.37 Notice requirements. (1)** PROVIDED INFORMATION. Prior to enrolling members, managed care plans shall provide to prospective group or individual policyholders information on the plan including all of the following:

(a) Covered services.

(b) A definition of emergency and out-of-area coverage.

(c) Cost sharing requirements.

(d) Enrollment procedures.

(e) Limitations on benefits including limitations on choice of providers and the geographical area serviced by the plan.

(2) PROVIDER DIRECTORIES. Managed care plans shall make current provider directories available to enrollees upon enrollment, and no less than annually, following the first year of enrollment.

(3) OBSTETRICIANS AND GYNECOLOGISTS. Managed care plans that permit obstetricians or gynecologists to serve as primary providers shall clearly so state in enrollment materials. Managed care plans that limit access to obstetricians and gynecologists shall clearly state in enrollment materials the process for obtaining referrals.

(4) STANDING REFERRAL CRITERIA. Managed care plans shall make information available to their enrollees describing the criteria for obtaining a standing referral to a specialist, including under what circumstances and for what services a standing referral is available, how to request a standing referral; and how to appeal a standing referral determination. For purposes of s. 609.22 (4), Stats., and this subsection, referral includes prior authorization for services regardless of use or designation of a primary care provider.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.38 Policy and certificate language requirements.** Each policy form marketed or each certificate issued to an enrollee by a managed care plan or limited service health organization plan shall contain all of the following:

(1) DEFINITIONS. A definition of geographical service area, emergency care, urgent care, out-of-area service, dependent and primary provider, if these terms or terms of similar meaning are used in the policy or certificate and have an effect on the benefits covered by the plan. The definition of geographical service area need not be stated in the text of the policy or certificate if such definition is adequately described in an attachment that is given to all enrollees along with the policy or certificate.

(2) DISCLOSURE OF EXCLUSIONS, LIMITATIONS AND EXCEPTIONS. Clear disclosure of any provision that limits benefits or access to services in the exclusions, limitations, and exceptions sections of the policy or certificate. Among the exclusions, limitations and exceptions that shall be disclosed are those relating to:

(a) Emergency and urgent care.

(b) Restrictions on the selection of primary or referral providers.



(c) Restrictions on changing providers during the contract period.

(d) Out-of-pocket costs including copayments and deductibles.

(e) Any restrictions on coverage for dependents who do not reside in the service area.

**(3) DISCLOSURE OF MANDATED BENEFITS.** Clear disclosure of all benefit mandates outlined in Wisconsin statutes.

**(4) DISCLOSURE OF PROCEDURES AND EMERGENCY CARE NOTIFICATION.** Managed care plans shall do all of the following in a manner consistent with s. 609.22, Stats.:

(a) Provide a description of the procedure for an enrollee to obtain any required referral, including the right to a standing referral, and notice that any enrollee may request the criteria for the standing referral.

(b) Provide a description of the procedure for any enrollee to obtain a second opinion from a participating plan provider consistent with s. 609.22 (5), Stats.

(c) Consistent with s. 609.22 (6), Stats., a managed care plan may require enrollees to notify the insurer of emergency room usage, but in no case may the managed care plan require notification less than 48 hours after receiving services or before it is medically feasible for the enrollee to provide the notice, whichever is later. A managed care plan may impose no greater penalty than assessing a deductible that may not exceed the lesser of 50% of covered expenses for emergency treatment or \$250.00 for failing to comply with emergency treatment notification requirements.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.39 Disenrollment. (1) DISCLOSURE.** The health maintenance organization or limited service health organization shall clearly disclose in the policy and certificate any circumstances under which the health maintenance organization or limited service health organization may disenroll an enrollee.

**(2) ENROLLEE DISENROLLMENT CRITERIA.** Except as provided in s. 632.897, Stats., the health maintenance organization or limited service health organization may only disenroll an enrollee if one of the following occurs:

(a) The enrollee has failed to pay required premiums by the end of the grace period.

(b) The enrollee has committed acts of physical or verbal abuse that pose a threat to providers or other members of the organization.

(c) The enrollee has allowed a nonmember to use the health maintenance or limited service health organization's certification card to obtain services or has knowingly provided fraudulent information in applying for coverage.

(d) The enrollee has moved outside of the geographical service area of the organization.

(e) The enrollee is unable to establish or maintain a satisfactory physician-patient relationship with the physician responsible for the enrollee's care. Disenrollment of an enrollee under this paragraph shall be permitted only if the health maintenance organization or limited service health organization can demonstrate that it did all of the following:

1. Provided the enrollee with the opportunity to select an alternate primary care physician.

2. Made a reasonable effort to assist the enrollee in establishing a satisfactory patient-physician relationship.

3. Informed the enrollee that he or she may file a grievance on this matter.

**(3) PROHIBITED DISENROLLMENT CRITERIA.** Notwithstanding sub. (2), the health maintenance organization or limited service health organization plan may not disenroll an enrollee for reasons related to any of the following:

(a) The physical or mental condition of the enrollee.

(b) The failure of the enrollee to follow a prescribed course of treatment.

(c) The failure of an enrollee to keep appointments or to follow other administrative procedures or requirements.

**(4) ALTERNATIVE COVERAGE FOR DISENROLLED ENROLLEES.** A health maintenance organization or limited service health organization other than a Medicare + Choice plan that has disenrolled an enrollee for any reason except failure to pay required premiums shall make arrangements to provide similar alternate insurance coverage to the enrollee. In the case of group certificate holders, the insurance coverage shall be continued until the affected enrollee finds his or her own coverage or until the next opportunity to change insurers, whichever comes first. In the case of an enrollee covered on an individual basis, coverage shall be continued until the anniversary date of the policy or for one year, whichever is earlier.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.40 Required quality assurance plans. (1)** In this section:

(a) "HEDIS data" means the elements of the Health Plan Employer Data and Information Set as defined by the National Committee on Quality Assurance.

(b) "Quality assurance" means the measurement and evaluation of the quality and outcomes of medical care provided.

(c) "Preferred provider plan" means a managed care plan that meets the definition in s. 609.01 (4), Stats. A preferred provider plan does not include any of the following:

1. Coverage written in whole or in part by a health maintenance organization insurer as defined under s. 600.03 (23c), Stats.

2. Coverage where an insurer provides a significant portion of services to its enrollees through direct or indirect risk transference contracts with providers, including but not limited to capitation, withholds, global budgets, or target expected expenses or claims.

3. Coverage which is marketed by an insurer as, or is, a health maintenance organization plan.

**(2)** By April 1, 2000, an insurer, with respect to a managed care plan that is not a preferred provider plan, and by April 1, 2007, with respect to a preferred provider plan, shall submit a quality assurance plan consistent with the requirements of s. 609.32, Stats., to the commissioner. The plans shall submit a quality assurance plan that is consistent with the requirements of s. 609.32, Stats., by April 1 of each subsequent year. The quality assurance plan shall be designed to reasonably assure that health care services provided to enrollees of the managed care plan meet the quality of care standards consistent with prevailing standards of medical practice in the community. The quality assurance plan shall document the procedures used to train employees of the managed care plan in the content of the quality assurance plan.

**(3)** (a) No later than October 1, 2003, and by October 1 each year prior to 2007, every insurer, with respect to a preferred provider plan, shall submit to the commissioner a quality assurance plan appropriate to the plan structure. The quality assurance plan shall be designed to reasonably assure that health care services provided to enrollees of the preferred provider plan meet the quality of care standards consistent with prevailing standards of medical practice in the community. The quality assurance program shall, to the extent it is reasonably given the nature of the direct and indirect arrangement with the providers and type of plan, be designed to assure the quality of services provided by the plan and participating providers. A preferred provider plan shall include in its quality assurance activities an analysis of the plan's grievances, complaints and appeals, statistically credible administrative claims data and other data that is reasonably attainable. An insurer may:

1. Include other quality activities such as participant satisfaction surveys, community-based quality improvement collaborations or health initiatives.

2. Substitute a medical director or contracted medical advisor for the peer review process required under s. 609.32 (1) (f), Stats.

(b) An insurer, with respect to a preferred provider plan, shall also meet the requirements of s. 609.32 (2) (a), Stats., by October 1, 2002, including all of the following.

1. Meet the requirements of s. 609.32 (2) (b), Stats., every four years following initial selection of a provider, except that assessment of clinical outcomes is required only to the extent that the plan is reasonably able to measure such.

2. Direct appointment of a medical director or medical advisor is required only to the extent that the plan assumes direct responsibility for clinical protocols, quality assurance activities and utilization management policies. The insurer may contract for those services otherwise.

(c) An insurer, with respect to a preferred provider plan, may use the quality assurance plan of a health care provider group or another managed care plan to meet the requirements of par. (a) or (b) and the quality assurance requirements under s. 609.32, Stats., if all of the following apply:

1. The participating providers in the managed care plan are substantially the same as the participating providers in the health care provider group or managed care plan for which the quality assurance plan was developed.

2. The preferred provider plan develops a process to monitor, evaluate and remedy complaints and grievances specific to its health benefit plans and participating providers.

(d) An insurer, with respect to a preferred provider plan, shall:

1. By April 1, 2001, establish and file with the commissioner a written plan, including specific goals, activities and time frames to obtain those personnel and other resources, systems, and contractual arrangements by October 1, 2003, reasonably necessary to enable the insurer to carry out the plan described under par. (a) or provide a written plan for compliance with par. (a) or (b) as permitted under par. (c).

2. Not later than April 1 of each calendar year prior to 2004, submit a progress report on its actions implementing its plan to implement its quality assurance plan or to comply under par. (c).

(e) This subsection does not apply after March 31, 2007.

(4) All insurers, with respect to managed care plans, including preferred provider plans, shall establish and maintain a quality assurance committee and a written policy governing the activities of the quality assurance committee that assigns to the committee responsibility and authority for the quality assurance program. A preferred provider plan shall require all complaints, appeals and grievances relating to quality of care to be reviewed by the quality assurance committee.

(5) Beginning June 1, 2002, every health maintenance organization shall submit the HEDIS data, or other standardized data set appropriate for health maintenance organizations designated by the commissioner, for the previous calendar year to the commissioner no later than June 15 or the HEDIS submission deadline established by the national committee for quality assurance of each year.

(6) Beginning June 1, 2004, every managed care plan other than a health maintenance organization plan, shall submit the standardized data set designated by the commissioner and appropriate to the specific plan type for the previous calendar year to the commissioner no later than June 15 of each year.

(7) No later than April 1, 2001, all managed care plans, including health maintenance organization plans shall:

(a) Include a summary of its quality assurance plan in its marketing materials.

(b) Include a brief summary of its quality assurance plan and a statement of patient rights and responsibilities with respect to the plan in its certificate of coverage or enrollment materials.

(8) Beginning April 1, 2000, an insurer offering any managed care plan shall submit an annual certification for each plan with the commissioner no later than April 1 of each year. The certification shall assert the type of plan and be signed by an officer of the company. OCI shall maintain for public review a current list of health benefit plans, categorized by type.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00.

**Ins 9.42 Compliance program requirements. (1)** All insurers writing managed care plans, preferred provider plans and limited service health organization insurers, except to the extent otherwise exempted under this rule or by statute, are responsible for compliance with ss. 609.22, 609.24, 609.30, 609.32, 609.34, 609.36, and 632.83, Stats., applicable sections of this subchapter and other applicable sections including but not limited to s. Ins 9.07. Insurers, to the extent they are required to comply with those provisions, shall establish a compliance program and procedures to verify compliance. Nothing in this section shall affect the availability of the privilege established under s. 146.38, Stats.

(2) The insurers shall establish and operate a compliance program that provides reasonable assurance that:

(a) The insurer is in compliance with ss. 609.22, 609.24, 609.30, 609.32, 609.34, 609.36, and 632.83, Stats., this subchapter and other applicable sections including but not limited to s. Ins 9.07.

(b) Any violations of ss. 609.22, 609.24, 609.30, 609.32, 609.34, 609.36, and 632.83, Stats., this subchapter or any applicable sections including but not limited to s. Ins 9.07 are detected and timely corrections are taken by the insurer.

(3) The insurer's compliance program shall include regular internal audits, including regular audits of any contractors or subcontractors who perform functions relating to compliance with ss. 609.22, 609.24, 609.30, 609.32, 609.34, 609.36, and 632.83, Stats., this subchapter or any applicable sections including but not limited to s. Ins 9.07.

(4) An insurer that materially relies upon another party to carry out functions under ss. 609.22, 609.24, 609.30, 609.32, 609.34, 609.36, and 632.83, Stats., this subchapter or any applicable sections including but not limited to s. Ins 9.07, shall:

(a) Contractually require the other party to carry out those functions in compliance with ss. 609.22, 609.24, 609.30, 609.32, 609.34, 609.36, and 632.83, Stats., this subchapter and other applicable sections including but not limited to s. Ins 9.07.

(b) Enforce the contractual provisions required under par. (a).

(c) Include in the insurer's compliance program provisions to monitor, supervise and audit the performance of the other party in carrying out the functions.

(d) Maintain management reports and records reasonably necessary to monitor, supervise and audit the other party's performance.

(e) Include and enforce contractual provisions requiring the other party to give the office access to documentation demonstrating compliance with ss. 609.22, 609.24, 609.30, 609.32, 609.34, 609.36, and 632.83, Stats., this subchapter and other applicable sections including but not limited to s. Ins 9.07 within 15 days of receipt of notice.

(f) Regularly audit compliance with contract provisions including audits of internal working papers and reports.

(5) The insurer shall maintain all of the following items in its records:

(a) Any audits, and associated work papers of audits, conducted during the period of review relating to the business and service operation of the managed care plan, preferred provider plan or limited service health organization plan.



(b) All provider directories and provider manuals for the period of review. The directory shall include, as an addendum, a list of all providers that disassociated with the insurer or provider network in the review period.

(c) A sample copy of the provider agreement, including those with a provider network, for each provider category including hospital, physician, medical clinic, pharmacy, mental health services and chiropractor.

(d) Copies of contracts for management services, data management and processing, marketing, administrative services and case management.

(e) A sample copy of each certificate form for the period of review including a copy of sample enrollment forms.

**(6)** Except as permitted under sub. (7), an insurer shall maintain a complete record of the following:

(a) An access plan developed in accordance with s. Ins 9.34 and s. 609.22, Stats., requirements.

(b) A quality assurance plan developed in accordance with s. Ins 9.40 and s. 609.32, Stats., requirements including means of identification, evaluation and correction of quality assurance problems.

(c) Credentialing policies and procedures and a credentialing plan.

(d) Utilization management procedures and policies.

(e) Minutes from any committee, physician association, or board of directors meeting pertaining to quality assurance, utilization management, and credentialing.

**(7)** An insurer that complies with subs. (1) to (5), may permit another party to maintain any record required under sub. (6), but only if both of the following requirements are met:

(a) The insurer includes and enforces the contractual provision described in sub. (4) (e).

(b) The insurer produces any required record within 15 days after the office requests the record.

**(8)** An insurer shall maintain all of the following documents that relate to a silent provider network and shall make them available at the request of the commissioner:

(a) Provider and provider network agreements, including addenda addressing reimbursement and discounts.

(b) A listing of providers participating in additional group or individual discount contracts with the insurer.

(c) Policy form numbers of those insurance products with silent discounts and associated marketing materials.

(d) Claims administration guidelines for processing discounts including silent discounts.

(e) Detailed documentation and explanation of claim system data fields and codes that identify silent discounts, other discount calculations, usual and customary calculations, and billed and paid amounts.

**History:** Cr. Register, February, 2000, No. 530, eff. 3-1-00; **corrections in (1) to (4) made under s. 13.93 (2m) (b) 7., Stats., Register November 2001 No. 551.**