

# State of Wisconsin



2009 Assembly Bill 699

Date of enactment: **May 11, 2010**  
Date of publication\*: **May 25, 2010**

## 2009 WISCONSIN ACT 275

AN ACT *to create* 628.34 (13) of the statutes; **relating to:** exempting wellness programs from unfair trade or marketing practices.

*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

**SECTION 1.** 628.34 (13) of the statutes is created to read:

628.34 (13) MARKETING OF WELLNESS PROGRAMS. (a) In this subsection, "wellness program" means a program

that is designed to promote health or prevent disease through a reward to insured individuals and that meets the qualifications of [45 CFR 146.121](#) (f) (1) or (2).

(b) Notwithstanding subs. (2) (a), (3), (7), and (11) and any rules promulgated under sub. (12), it is not a violation of this section for an insurer to advertise, market, offer, or operate a wellness program.

---

\* Section 991.11, WISCONSIN STATUTES 2007-08 : Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication as designated" by the secretary of state [the date of publication may not be more than 10 working days after the date of enactment].