



2009 ASSEMBLY BILL 699

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

Analysis by the Legislative Reference Bureau

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

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

4 **628.34 (13)** **MARKETING OF WELLNESS PROGRAMS.** (a) In this subsection, “wellness
5 program” means a program that is designed to promote health or prevent disease
6 through a reward to insured individuals and that meets the qualifications of 45 CFR
7 146.121 (f) (1) or (2).

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

11 **(END)**