State of Wisconsin
2025 - 2026 LEGISLATURE

LRB-3250/1
EKL:cdc

2025 ASSEMBLY BILL 542

October 15, 2025 - Introduced by Representatives VANDERMEER, BEHNKE, BRILL, GUNDRUM, MELOTIK, SINICKI and WICHGERS, cosponsored by Senators FELZKOWSKI, FEYEN, DASSLER-ALFHEIM, NASS, RATCLIFF and SPREITZER. Referred to Committee on Insurance.

AN ACT ***to create*** 609.28 of the statutes; **relating to:** dental provider network rental by insurance plans.

Analysis by the Legislative Reference Bureau

This bill sets requirements on certain health insurance plans that rent their networks of dental service providers to other entities. Under the bill, a defined network plan (which includes a health maintenance organization), a preferred provider plan, a limited service health organization, or other insurer that covers dental services and engages in the practice of renting its network of dental service providers must include in any contract with a dental service provider a notification that it engages in the practice of network rental and a list of all current entities to which the network may be rented. The bill also requires the plan, organization, or insurer to notify a dental service provider that it has entered into an agreement with an entity under which the dental service provider's contract is rented to the entity. The notification must identify the entity and be provided within 45 days of the date of the rental of the contract on which the plan, organization, or insurer enters into the agreement.

The bill requires a person who obtains a network of dental service providers to abide by all terms and conditions of a dental service provider's original contract. Additionally, the bill allows a dental service provider to terminate his or her participation in the contract with the entity to which his or her contract has been rented without terminating the original contract.

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

SECTION 1. 609.28 of the statutes is created to read:

609.28 Dental provider network rental. (1) A defined network plan, preferred provider plan, limited service health organization, or other insurer that offers coverage of dental services, has a network of participating dental service providers, and engages in the practice of renting its network of participating dental service providers to other entities shall do all of the following:

(a) Include in any contract with a dental service provider entered into, modified, or renewed more than 30 days after the effective date of this paragraph .... [LRB inserts date], a notification that the plan, organization, or insurer engages in the practice of network rental and a list of all current entities to which the network may be rented.

(b) Notify a dental service provider, electronically or in writing, that the plan, organization, or insurer has entered into an agreement with an entity under which the dental service provider's contract is rented to the entity. The notification under this paragraph shall identify the entity and be provided within 45 days of the date of the rental of the contract on which the plan, organization, or insurer enters into the agreement.

(2) Any person who obtains a network of participating dental service providers through rental from a defined network plan, preferred provider plan, limited service health organization, or other insurer shall abide by all terms and conditions of the original contract, including discounted rates or fees, between a dental service provider and the plan, organization, or insurer.

(3) A dental service provider whose contract has been rented to another entity may terminate their participation in the contract with the entity without terminating the original contract with the defined network plan, preferred provider plan, limited service health organization, or other insurer.

SECTION 2. Initial applicability.

(1) For any contracts or agreements containing provisions that conflict with this act, this act first applies to contracts or agreements between defined network plans, preferred provider plans, limited service health organizations, or other insurers and dental service providers that are entered into, modified, or renewed on the effective date of this subsection.

(END)