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### **Bulletin 11-01**

TO: Individual Major Medical Carriers  
FROM: Merle Scheiber, Director  
DATE: February 25, 2011  
RE: Notice Requirements in ARSD 20:06:55:25

The purpose of this bulletin is to provide clarification of the requirements of ARSD 20:06:55:25 as it relates to notices to policyholders. The applicable portion of this rule reads as follows:

*Each health carrier must provide prior written notice to each of its policyholders annually after March 31 of the open enrollment rights for persons under the age of 19 and provide information as to how an eligible person may apply for coverage with that health carrier during the open enrollment.*

A health carrier may comply with the notice requirement in ARSD 20:06:55:25 by placing notice on its website and through at least one other media as determined by the health carrier which may include a member newsletter. The website notice must be prominently displayed on a health carrier's web site in a location that is readily accessible to the general public and not restricted to enrollees. The information must be posted on the website by May 1 of each year and remain until August 15 of that year. Media published in compliance with this bulletin must be distributed to members at least once during the period from March 31 to August 15 of each year.

If the notice requirements of this bulletin are met a separate written notice is not required to be sent to policyholders individually. This bulletin remains in effect while there is an open enrollment provision required by ARSD 20:06:55:25.