**Section 2010.APPENDIX A Interpretive Guidelines**

**Section 2010.ILLUSTRATION C Guideline to Section 2010.30(i)**

A "brief description of coverage" in an invitation to inquire may consist of an explanation of Medicare benefits, minimum benefits, standards for Medicare supplement policies, the manner in which the advertised Medicare supplement insurance policy supplements the benefits of Medicare and meets or exceeds the minimum benefit requirements. An invitation to inquire shall not refer to cost or the maximum dollar amount of benefits payable.

As with all Medicare supplement insurance advertisements, an invitation to inquire must not:

1) Employ devices which are designed to create undue anxiety in the minds of the elderly or excite fear of dependence upon relatives or charity;

2) Exaggerate the gaps on Medicare coverage;

3) Exaggerate the value of the benefits available under the advertised policy.

4) Otherwise violate the provisions of this Part.