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SENATE BILL 5588

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State of Washington

56th Legislature

1999 Regular Session

By Senators Wojahn, Snyder, Thibaudeau, Fairley, Winsley, Costa, Hale, Prentice, McAuliffe, Kohl-Welles, Rasmussen, Franklin and Sellar

Read first time . Referred to Committee on .

1 AN ACT Relating to classifying false or misleading advertising by  
2 health carriers as unfair and deceptive acts; and adding a new section  
3 to chapter 48.43 RCW.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

5 NEW SECTION. **Sec. 1.** A new section is added to chapter 48.43 RCW  
6 to read as follows:

7 (1) A health carrier shall not engage in unfair or deceptive acts  
8 or practices as such acts and practices are prohibited under chapter  
9 48.30 RCW. Such acts and practices include but are not limited to the  
10 placement of any advertisement before the public that is false,  
11 inaccurate, or misleading. Such advertising is a matter affecting the  
12 public interest for the purposes of applying chapter 19.86 RCW, and is  
13 not reasonable in relation to the development and preservation of  
14 business. A violation of this section constitutes an unfair or  
15 deceptive act or practice in trade or commerce for the purpose of  
16 applying chapter 19.86 RCW.

1           (2) The commissioner may by rule define and prohibit other acts and  
2 practices by health carriers found by the commissioner to be unfair and  
3 deceptive and harmful to consumers.

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