



## State of Utah

SPENCER J. COX *Governor*

DEIDRE M. HENDERSON  
*Lieutenant Governor*

## Insurance Department

JONATHAN T. PIKE  
*Insurance Commissioner*

Dear Applicant:

This information (letter, application, and checklist) is designed to assist you with the application process for the Health Discount Program Marketer license in the State of Utah.

It is important that all information be submitted in the format specified, and with all required documentation. Incomplete applications will not be reviewed. Payment is required prior to review of the application.

### Authority

Pursuant to [Utah Code Annotated \(U.C.A.\) 31A-8a](#), Health Discount Programs must be licensed prior to conducting business in the state of Utah.

### Definitions

**“Health discount program”** means a business arrangement or contract in which a person pays fees, dues charges, or other consideration in exchange for a program that provides access to health care providers who agree to provide a discount for health care services. [U.C.A. Subsection 31A-8a-102(3)(a)]

“Health discount program” does not include a program that does not charge a membership fee or require other consideration from the member to use the program’s discounts for health services. [U.C.A. Subsection 31A-8a-102(3)(b)]

**“Health discount program operator”** means a person that provides a health discount program by entering into a contract or agreement, directly or indirectly, with a person or persons in this state who agree to provide discounts for health care services to enrollees of the health discount program and determines the charge to members. [U.C.A. Subsection 31A-8a-102(5)]

**“Health discount program marketer”** means a person, including a private label entity, that markets, promotes, sells, or distributes a health discount program but does not operate a health discount program. [U.C.A. Subsection 31A-8a-102(4)]

All submissions must be packaged together into **one** PDF document and include the completed (signed and dated) application, checklist, support documentation outlined in the application, and any other relevant information. Please provide executed copies of documents such as the articles of incorporation and bylaws.

Completed application packages should be emailed to: [hdp@utah.gov](mailto:hdp@utah.gov). Questions should be directed to Joe Coccimiglio, 801-957-9251, [joecoccimiglio@utah.gov](mailto:joecoccimiglio@utah.gov).

Regards,