

# Oregon Division of Financial Regulation

## New and innovative product designs

**These instructions do not apply to Qualified Health Plans (QHPs) offered through The Oregon Marketplace.**

Contact [The Marketplace](#) to discuss your proposals for QHP innovative plan designs. For questions, contact Katie Button at 503-507-2349, or [Katie.m.button@oregon.gov](mailto:Katie.m.button@oregon.gov)

The Oregon Division of Financial Regulation encourages and recognizes that in order for insurers to maintain competitive strategies it may be necessary to file new product designs that are not defined by statute, are out of the ordinary, or may not fit into a particular category of insurance.

When filing these new and innovative product designs that are considered transacting insurance as defined by ORS 731.146 ([https://www.oregonlegislature.gov/bills\\_laws/ors/ors731.html](https://www.oregonlegislature.gov/bills_laws/ors/ors731.html)), we offer the following process to help get approval.

Contact the manager of Rates and Forms at 503-947-7270 or [dcbs.ratesforms@oregon.gov](mailto:dcbs.ratesforms@oregon.gov) to request an informal review before filing.

Provide the following information in writing:

- a. Type of product.
- b. How the product design is different than products currently in the market.
- c. Why it doesn't fit into a category.
- d. Include the completed product standards that are the closest to the product you want to file.
- e. How it complies or does not comply with existing Oregon statute and product standards.
- f. The need for the product in the market.
- g. An explanation of the company's targeted market.
- h. A list of jurisdictions where the product has been filed and approved for use.

The forms may be emailed to [dcbs.ratesforms@oregon.gov](mailto:dcbs.ratesforms@oregon.gov), or mailed to P.O. Box 14480, Salem, OR 97309-0405. By providing the above information, the Oregon Division of Financial Regulation can conduct an informal review and provide guidance on problem areas.

By informally submitting a new product design, the division will already be familiar with the product design. Any compliance concerns will be worked out in advance, which will allow us to expedite the review and approval process.