**20:06:13:22.07.  New or innovative benefits -- Policy or certificate form allowed -- Exceptions -- Issued after May 31, 2010.** An issuer may, with the prior approval of the director, offer policies or certificates with new or innovative benefits in addition to the standardized benefits provided in a policy or certificate that otherwise complies with the applicable standards. Such new or innovative benefits shall include only benefits that are applicable to Medicare supplement insurance, are new or innovative, are not otherwise available, and are cost-effective. Approval of new or innovative benefits shall not adversely impact the goal of Medicare supplement simplification. New or innovative benefits shall not include an outpatient prescription drug benefit. New or innovative benefits shall not be used to change or reduce benefits, including a change of any cost-sharing provision, in any standardized plan.

 **Source:** 35 SDR 183, effective February 2, 2009.

 **General Authority:** SDCL 58-4-1, 58-17A-2, 58-17A-5.

 **Law Implemented:** SDCL 58-17A-2, 58-17A-5.