

Centene Sales and Marketing Code of Ethics

At Centene Corporation (Centene), we are committed to our purpose of transforming the health of the community, one person at a time. We are committed to helping people live healthier lives. We provide access to high-quality healthcare, innovative programs and a wide range of health solutions that help families and individuals get well, stay well and be well. Our marketing, sales and member engagement efforts align with our purpose and mission.

Centene is committed to providing accurate information regarding our products, services and benefits. We will ensure information about our plan offerings and services is accurate, honest, and not misleading, enabling individuals to make informed decisions about their health care choices. Centene will ensure consumers are able to make their own decisions as to whether or not to enroll in certain products and services.

Centene will train sales and marketing staff on the proper development and distribution of marketing materials and proper sales techniques. Centene will be responsible for the content, form, and method of distribution for marketing materials, ensuring sales and marketing requirements / guidelines are followed and met, regardless of who is producing, creating, designing or presenting the material and / or making a sale.

Marketing materials, advertising and sales strategies will abide by Centene's non-discrimination policies and not discriminate based on race, religion, age, sexual preference, pre-existing health or other conditions. Additionally, materials will be developed to comply with language, accessibility and cultural competency requirements and be offered in alternative formats. We will continuously strive to keep things simple and straightforward for our members, providers and brokers.

Centene will ensure marketing and sales activities are in compliance with all applicable state and federal laws, regulations and guidelines concerning marketing and sales activities for health insurance. Where expected and as required, Centene will submit materials to regulatory agencies for approval prior to use.

Employees, representatives, agents and subcontractors will comply with our ethics and requirements to ensure information and materials are accurate and do not mislead, confuse or defraud recipients, members or government entities. Sales representatives, agents and brokers will be required to disclose the nature of their working relationship with Centene and provide complete and unbiased information to prospective enrollees about the options available to them in their market.

Centene will oversee the activities of subcontractors and anyone acting on our behalf to ensure recipients receive accurate oral and written information to make an informed decision on whether or not to enroll in certain products and services.

We take these efforts seriously as part our commitment to our purpose of transforming the health of the community, one person at a time.