

## **Discount Health Alliance (DHA)**

DHA's Code of Ethics outlines the set of standards by which our member companies pledge to operate their business. The intent is to build relationships based on adhering to a standard that places the consumer's best interest as its mission.

The foundation for industry standards.

The Discount Health Alliance and our members companies are committed to the establishment and maintenance of organizations providing the healthcare consumer with value, service and a dependable system of standards. The mission of DHA is the protection of the healthcare consumer and the industry in offering the best choices and the best value.

Members of DHA have pledged to adhere to the standards established on the DHA Code of Ethics. Membership in good standing of a member company is dependent on this adherence.

The Code of Ethics is a set of values by which member companies agree to operate and therefore enable our members to stand out from the norm. The Code of Ethics and the adherence thereof, gives the consumer a measurable and definable set of standards by which to make some important decisions regarding the delivery of healthcare services.

The principle provisions of the Discount Health Alliance Code of Ethics:

- Glossary of relevant terms relating to discount healthcare programs, marketers, members and providers
- Criteria for membership in the DHA.
- Commitment to adherence to the Code.
- Relationships between providers, program sponsors and members.
- Disclosures as to the legal status of each program, such as: Discount programs are not insurance.
- Compliance requirements for the use of advertising and marketing materials.
- Mandatory minimum refund policies.
- Operational requirements for the benefit of the consumer.
- Complaint resolution and regulatory compliance.