



Code of Conduct

Premier Senior Marketing, Inc. strives to promote an ethical and honest environment. All individuals who conduct business for and/or on behalf of Premier Senior Marketing, Inc. (“Premier”) must embrace the values of honesty and integrity to help foster this ethical and honest work environment. Honesty and Integrity are integral to all activities and both of these values are critical elements in our daily operations. It is the intent of this Code of Conduct to lay a foundation of expectations regarding our requirements for acceptable business conduct. Along with reading and adhering to Premier’s Policies and Procedures, we have outlined some key requirements that we ask every individual who conducts business for and/or on behalf of Premier comply with. They are as follows:

- Every individual who conducts business for and/or on behalf of Premier must conduct business in an ethical manner with courtesy, trustworthiness and dignity and with respect for the rights and reasonable requests of all persons essential to their respective day to day business operations.
- Every individual who conducts business for and/or on behalf of Premier must not make false or negligent statements or engage in activities that could damage or be detrimental to the image and/or integrity of Premier or its business affiliates.
- Every individual who conducts business for and/or on behalf of Premier must comply with all laws, rules and regulations that are applicable, but not limited to, the marketing, distribution, and sale of all products represented by Premier.
- Every individual who conducts business for and/or on behalf of Premier must, to the best of their abilities, comply with all laws, rules and regulations set forth by HIPAA or any national, state, or local government. Such regulations include but are not limited to, the receipt, transmission, storage and disposal of all protected personal information, including PHI and ePHI, as well as any other personal information that may be deemed protected, sensitive and/or non-public by HIPAA or common law.
- Every individual who conducts business for and/or on behalf of Premier must adhere to all CMS (Centers for Medicare and Medicaid Services) regulations. It is your responsibility to ensure that not only yourself, but all of your business partners are complying with all CMS rules and regulations.
- Every individual who conducts business for and/or on behalf of Premier must not use any coercion, deception, sympathy appeal or other high-pressure tactics to sell or market product or to recruit new prospects.



By reading and signing this Code of Conduct, I promise to comply with Premier Senior Marketing, Inc.'s Code of Conduct and acknowledge that I have read and will adhere to all policies and procedures addressed in the Compliance Program Charter.

I, _____, have read, understand, and agree to abide by this Code of Conduct as an employee, contracted agent/broker and/or business partner of Premier Marketing, Inc.

Signed By: _____ Date: _____

Printed Name: _____

Compliance Officer Signature: _____