

Contact: Amy Foxworthy
IN Dept. of Insurance
Phone 317-232-3520
Fax 317-232-5251
afoxworthy@idoi.IN.gov

311 W. Washington St., #300
Indianapolis, IN 46204

Indiana Department of Insurance

News Release

Indiana Department of Insurance Shuts Down Illegal Insurance Operation

Three companies ordered to cease doing business in Indiana

Indianapolis, IN, September 1, 2009: Indiana Insurance Commissioner Carol Cutter recently signed an Emergency Cease and Desist Order which immediately prohibited three organizations from conducting any insurance related business in Indiana.

The Respondents, Smart Data Solutions and American Trade Association, LLC, from Tennessee, as well as Serve America Assurance, a company supposedly from Bermuda, are not authorized, licensed or registered by the Department of Insurance to transact any kind of insurance business whatsoever. Despite not being authorized to conduct business in Indiana, the companies have used a method referred to as "fax blasting" for the purpose of advertising a potentially bogus health insurance plan. The plan, sold under the name "Healthcare America", has been the subject of complaints filed with the Department of Insurance, the Attorney General's office, as well as with corresponding agencies in states all over the country. These include complaints regarding billing problems, poor customer service, and in some cases, the failure of the plan to pay claims.

"These organizations have placed Hoosier consumers in danger of purchasing unregulated health insurance plans. This behavior is both deceitful and dangerous, as these companies are attempting to operate outside of consumer protections provided by Indiana law," said Commissioner Carol Cutter. "These companies are offering 'health benefits' to Indiana consumers from a foreign company whose very existence has yet to be verified."

While the investigation into these companies is ongoing, it is important to notify consumers of the danger these companies pose.

Commissioner Cutter urges Indiana consumers to contact the Department of Insurance before they consider purchasing any type of health plan that advertises solely through fax machine transmissions, fails to disclose the name of the insurance company offering the plan, or simply seems "too good to be true." The Indiana Department of Insurance website offers a searchable database of companies authorized to transact insurance business in the state at <http://www.in.gov/idoi/2368.htm> or call the Consumer Services Division at (317) 232-2395 or Company Records Division at (317) 232-5692 for further assistance.