



State of Connecticut

Insurance Department

THOMAS R. SULLIVAN
COMMISSIONER

OFFICIAL NEWS RELEASE

FOR IMMEDIATE RELEASE

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Buyer Beware: Members left with unpaid health care bills

Hartford, CT – Commissioner Sullivan announced today that, the Tennessee based American Trade Association, Inc, American Trade Association, LLC and Smart Data Solutions, LLC, as well as Serve America Assurance were placed in liquidation by a Tennessee court amid allegations that the entities collected nearly \$22 million from consumers nationwide, but left many members with unpaid health care bills.

The action followed investigations by Insurance Departments across the country including the Connecticut Insurance Department, which issued a Cease & Desist Order on August 27, 2009 against the listed entities for failing to be properly licensed or authorized to sell their products within the State of Connecticut in violation of Connecticut's insurance laws.

Commissioner Sullivan advises that Connecticut consumers may have a right to submit a claim on this matter. The State of Tennessee has established a website to explain the liquidation process and to provide instructions on submitting a claim under this liquidation order. Claim forms are available at www.americantradeliquidation.com.

Connecticut consumers who may have claims against these entities for unreimbursed covered services should visit the website and review the information to determine if the claim is eligible for consideration. If you do have a valid claim, we urge you to file your claim promptly. Claims must be received in the liquidation office no later than August 31, 2010 at 4:30 PM Central Time at the address listed on the front of the Proof of Claim.

Consumers with questions on any insurance related matters are encouraged to contact the Insurance Department Consumer Affairs Division at cid.ca@ct.gov or at 800-203-3447 or 860-297-3900. Become a fan of the [Connecticut Insurance Department on Facebook](#) to receive the latest updates.

ABOUT THE CONNECTICUT INSURANCE DEPARTMENT

The mission of the Connecticut Insurance Department is to serve consumers in a professional and timely manner by providing assistance and information to the public and to policy makers, by regulating the insurance industry in a fair and efficient manner which promotes a competitive and financially sound insurance market for consumers, and by enforcing the insurance laws to

ensure that consumers are treated fairly and are protected from unfair practices. For more information, visit the Connecticut Insurance Department at www.ct.gov/cid.

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