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For immediate release:
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Deadline for filing claims in bogus insurance case is August 31

Salem, Oregon – Oregonians who paid money to American Trade Association Inc. (ATA) or several affiliated companies that were selling illegitimate health insurance plans have until August 31 to file any unpaid claims with the Tennessee-based liquidator who is shutting down the operation. The other companies are Smart Data Solutions LLC (SDS) and Serve America Assurance Ltd (SAA). ATA may also go by American Trade Association LLC.

A *Proof of Claim* form and instructions for what must be submitted with the form can be found here: www.americantradeliquidation.com. No payments will be made on any policy claims until all “Proof of Claim” forms are reviewed and the court approves a plan of distribution. Creditors are owed far more than is available from the assets.

An estimated 400 Oregonians purchased health insurance – or thought they did – through a group of illegitimate companies that marketed themselves through Internet advertising and fax blasts. The Oregon Insurance Division recently filed a cease and desist order to immediately disallow any insurance transactions in this state by ATA, SDS and SAA. You can find the order here:

http://insurance.oregon.gov/admin_actions/actions_2010/producer_2010/10-06-005cd.pdf

Tennessee regulators allege that ATA and SDS engaged in the unlicensed, unauthorized sale of nonexistent insurance coverage, taking premium payments from thousands of consumers when there was no licensed insurance company to fund claims. They said that SAA paid a relatively small number of claims, which contributed to the deception.

The incident is a reminder that anyone buying insurance over the phone or Internet or as the result of an unsolicited letter or fax should proceed with caution. To find out if a company or agent is legitimate in Oregon, call the Insurance Division’s consumer advocates at 503-947-7984 or toll-free at 1-888-877-4894 or visit insurance.oregon.gov/insurer/insurer.html.

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