

2024 Spring National Meeting
Phoenix, Arizona

IMPROPER MARKETING OF HEALTH INSURANCE (D) WORKING GROUP

Sunday, March 17, 2023

8:00 – 9:00 a.m.

Meeting Summary Report

The Improper Marketing of Health Insurance (D) Working Group met March 17, 2024. During this meeting, the Working Group:

1. Adopted its 2023 Fall National Meeting minutes.
2. Heard from the federal Centers for Medicare & Medicaid Services (CMS) concerning the current issues consumers are experiencing with continued agent transfers of policy. The Working Group discussed the importance of this issue. It will meet in regulator-to-regulator session and conduct public forums to continue its discussions with state, federal, and industry representatives in order to protect consumers.
3. Heard from CMS concerning the ongoing efforts surrounding Medicare Advantage. The Working Group will be focusing on collaboration, enforcement, and marketing of insurance products with state insurance regulators.
4. Discussed the Federal Trade Commission (FTC) judgment on Simple Health. The U.S. government obtained a \$195 million judgment against Simple Health after a federal judge agreed that the company deceived tens of thousands of consumers into purchasing “sham” health insurance. The Working Group will follow up with the FTC for additional discussions and information pertaining to this case.