

State Alerting Illinois Consumers Who Purchased Health Insurance from American Trade Association, Smart Data Solutions, or Serve America Assurance of Claim Deadline

Consumers must file a proof of claim with court appointed liquidator by August 31, 2010

SPRINGFIELD - June 17, 2010. The Illinois Department of Insurance is alerting consumers who purchased non-comprehensive health insurance coverage from American Trade Association (“ATA”), Smart Data Solutions, LLC, or Serve America Assurance of an August 31, 2010, deadline to file a Proof of Claim with the court-appointed Liquidator.

Former policyholders of ATA may visit www.americantradeliquidation.com in order to obtain the Proof of Claim form, instructions on how to complete the form, to receive up-to-date information about the liquidation, and to read answers to frequently asked questions.

The Department has recently learned that unsolicited letters and phone calls have been directed to ATA policy holders regarding moving these individuals to other health insurance plans. Consumers should be aware that the Department has not authorized roll-over of ATA members to any other company or membership association or for any other entity to charge any credit card or account of an ATA member.

On February 9, 2010, the Department issued a [Cease and Desist Order](#) against ATA, Smart Data Solutions, LLC, Serve America Assurance and others for the unlawful transaction of insurance business.

For more information about how to protect yourself against possible insurance fraud or identity theft, please visit the Department’s website at <http://insurance.illinois.gov> or call the Department toll-free at (877) 527-9431. Remember: never give out personal information – including Social Security numbers, insurance-related documents, credit cards, checking or other bank account information – over the phone or internet, by email, mail, or fax unless you know the person with whom you are dealing.

More Information

The Department’s mission is to protect consumers by providing assistance and information, by efficiently regulating the insurance industry’s market behavior and financial solvency, and by fostering a competitive insurance marketplace. The Department assists consumers with all insurance complaints, including health, auto, life, and homeowner. Consumers in need of information or assistance should visit the Department’s Web site at insurance.illinois.gov or call our toll-free hotline at (877) 527-9431.