



Contact: Kay Lockhart
775-882-1366
kay@niia.org

April 7, 2010

For Immediate Release

**The Nevada Division of Insurance Launches
“Question the Company and their Plan” 2010 Public Education Campaign**
Campaign directs attention towards fraudulent health insurance plans while
encouraging consumers to “check before writing a check”

(Carson City, Nev. -) The Nevada Division of Insurance in cooperation with The Nevada Surplus Lines Association is addressing, with humor, the uncertainties that can sometimes surround health insurance as well as health insurance scams specifically targeting individual consumers and small business owners throughout Nevada, through the launch of their 2010 Public Education Campaign. The campaign playfully demonstrates for consumers, who perhaps don't always know the truth behind from the health insurance plan or policy they are purchasing, the value of conducting thorough research before purchasing any policy involving health insurance plans and always, “checking before writing a check.”

The comprehensive campaign launched statewide today includes television spots, website banners and upgrades to www.nvinsurancealert.com, in order to better support consumer and insurance agent questions and concerns.

“We've already heard about scammers in other states using public uncertainty about health care reform as a way to take advantage of consumers. Hopefully this campaign, and the cooperation from our state's licensed insurance agents, will go a long way to protecting Nevadans from this same type of fraud,” stated Nevada Insurance Commissioner, Scott Kipper. “The Division of Insurance urges agents to help us spread this public education message. The more informed our consumers are, the less likely they will be taken advantage of by unscrupulous characters like the one at the center of this campaign.”

The 2010 “Question the Company and their Plan” campaign, gives Nevada consumers a glimpse inside the dimly lit, smoky, backroom office of “Swindol, Frod & Rhipoff” Health Insurance company. Viewers will see several variations of the amusing

and over-the-top advertising/sales pitches being delivered by pitchman, “Herm Sleaster,”

(More)

- Continued - NDI Launches 2010 Campaign – Page 2 –

as he enthusiastically promotes his plans that will give customers a “fruitcake, a pooch and health insurance coverage for only \$29.95 a month...not including some tax.”

The :15 TV spots reveal the “not far from the truth” reenactment of what fraudulent health insurance plan pitches might look like. It also reminds customers that some health insurance plans being sold are not valid, further reinforcing the importance of legitimizing any plan before purchasing.

This year’s campaign again drives the consumer to, www.nvinsurancealert.com, to further educate them and create a level of awareness to the possible risks of fraudulent health insurance plans and products or unauthorized insurance companies, reminding consumers once again to “**Check before you write a check.**” Nevada consumers can also call #1-888-467-4195 to verify whether their chosen health insurance plan or policy is placed with an authorized insurance company.

To learn more about the 2010 “*Question the Company and their Plan*” health insurance campaign and plans, and to view the :15 TV spots, please visit: www.nvinsurancealert.com. This website is continuously updated to include the latest news and information, and provide additional tools and resources to assist consumers in making informed and smart choices, when researching or purchasing health insurance plan.

If you have questions or would like additional information, please contact Kay Lockhart, at (775)-882-1366, Fax (775)-883-0524. For additional Information about purchasing sound health insurance plans please contact Maria Dal Pan Dias, Public Information Officer of the Division of Insurance, at 775-6874270 ext. 278. The Nevada Division of Insurance is located at 788 Fairview Drive, Suite 300, Carson City, Nevada 89701-5491.

Nevada Insurance Alert and www.nvinsurancealert.com are funded by Nevada Surplus Lines Association, presented by the Nevada Independent Insurance Agents in cooperation with the Nevada Division of Insurance.

- # # # -