



## FOR IMMEDIATE RELEASE

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### **Consumers Impacted by Purchasing Health Insurance Plans From Simple Health to Get Special Enrollment Period**

**Lincoln, NE (August 8, 2019)** - The Centers for Medicare & Medicaid (CMS) has made a special enrollment period (SEP) available for consumers who bought health insurance plans from Simple Health Plans LLC. The SEP runs from July 1, 2019 until September 4, 2019. Eligible consumers should have received a notice from Health Insurance Innovations advising them of the availability of this SEP.

Simple Health claimed to offer comprehensive health insurance or PPOs that would cover many medical needs, but instead sold only medical discount memberships, limited benefit plans, and other products that provide a small reimbursement or discount for a few services.

Consumers enrolled with Simple Health Plans may not have purchased plans as comprehensive as they believed and should examine their policies in light of this development.

To learn more about SEPs, follow this link: <https://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/Downloads/FFM-SEPs-Category-Limitations.PDF>.

To learn more on the Federal Trade Commission lawsuit against Simple Health, follow this link: <https://www.ftc.gov/news-events/press-releases/2019/07/consumers-still-paying-sham-insurance-products-sold-simple-health>

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