

BEFORE THE DIVISION OF INSURANCE
DEPARTMENT OF LABOR AND REGULATION
STATE OF SOUTH DAKOTA

IN THE MATTER OF HEALTH PLAN
INTERMEDIARIES HOLDINGS, LLC

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)

CONSENT ORDER

In resolution of the above matter and in lieu of issuance of a Notice of Hearing and a formal hearing, the undersigned parties do hereby agree to the following:

HEALTH PLAN INTERMEDIARIES HOLDINGS, LLC d/b/a HEALTH INSURANCE INNOVATIONS ("HII"), whose address of record is 15438 N. Florida Ave., Suite 201, Tampa, FL 33613 is a licensed business entity and third party administrator in the State of South Dakota;

HII is aware that the South Dakota Division of Insurance ("Division") has conducted an investigation of its insurance-related activities in South Dakota;

The Division has alleged the following:

- 1) Relying in part on instructions from the insurer, HII sold policies through unappointed producers in violation of SDCL §§ 58-30-171, 58-30-172, and 58-30-175;
- 2) HII accepted commissions from an insurer without an appointment in violation of SDCL §§ 58-30-172 and 58-30-175;
- 3) Any of the above-cited conduct may be grounds for the revocation or suspension of HII's licenses pursuant to SDCL §§ 58-29D-31(2), (4), and (8), 58-30-167(2) and (8), 58-30-171, 58-30-172, and 58-30-175;

HII is aware of and understands the nature of the charges and has been informed that it has the right to notice, hearing, and appeal, and that by agreeing to and signing this Consent Order waives these rights;

By the execution of this Consent Order and the payment of a penalty pursuant to this Consent Order, HII neither admits to nor denies the alleged violations of the laws of the State of South Dakota;

In return for HII agreeing to the provisions of this Consent Order, the Division agrees not to proceed to hearing and agrees that this Consent Order will constitute an informal disposition of this licensing matter pursuant to SDCL § 1-26-20;

HII agrees to a monetary penalty in the amount of \$55,000 for the matters alleged in this Consent Order pursuant to SDCL § 58-4-28.1, in lieu of contesting this matter formally;

HII further agrees to conduct itself in accordance with the insurance laws and regulations of the State of South Dakota;

HII further agrees that this Consent Order may be considered for the purpose of determining the appropriate sanction in any future actions with the Division for any violations of the laws or regulations of the State of South Dakota or for failing to abide by any order of the Director;

Wherefore, good cause appearing from the foregoing, it is hereby ORDERED that HII pay a monetary penalty in the amount of \$55,000 payable to "South Dakota Division of Insurance" for deposit in the general fund of the State of South Dakota; and it is further

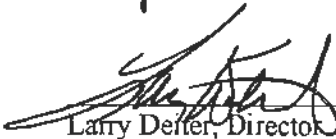
ORDERED that HII abide by the agreements made by it in this Consent Order; and it is further

ORDERED that should HII fail to comply with the provisions of this Order, the Division may seek the suspension or revocation of HII's business entity license at hearing pursuant to SDCL § 58-30-167, or seek other remedies available at law; and it is further

ORDERED that the use of this Consent Order for competitive purposes by an insurance agent or third-party administrator holding a license in the State of South Dakota, or by any company holding a Certificate of Authority, or by anyone on their behalf, may be deemed unfair competition and be grounds for suspension or revocation of said license or authority; and it is further

ORDERED the provisions of this Consent Order shall be effective on the date in which the settlement agreement regarding the multi-state market conduct examination involving HII, of which South Dakota is a participant, is executed by the lead states, or from the date the Director signs this Order, whichever occurs later.


Dated at Pierre, South Dakota this 5th day of May, 2017.




Larry Deiter, Director
South Dakota Division of Insurance

The undersigned, on behalf of HII, represents it understands the terms of this Consent Order and the waiver of its due process rights and voluntarily enters into this Consent Order.

Dated this 4 day of May, 2017.



Signature of Authorized Representative


Printed Name
VP of Compliance

Title