

**STATE OF NORTH DAKOTA**

**BEFORE THE COMMISSIONER OF INSURANCE**

<b>In the Matter of</b>	)	
	)	
<b>Taylor Development, Inc., a Florida Corporation, doing business as American Health Services and also doing business as American Medical Services</b>	)	<b>CEASE AND DESIST ORDER AND NOTICE OF OPPORTUNITY FOR HEARING</b>
	)	
<b>Respondent.</b>	)	<b>CASE NO. CO-06-187</b>

**TO: Taylor Development, Inc., a Florida Corporation, doing business as American Health Services and also doing business as American Medical Services**

Commissioner of Insurance Jim Poolman, hereinafter “Commissioner”, has determined as follows:

1. N.D. Cent. Code § 26.1-01-03.1 authorizes the Commissioner to issue an Order to cease and desist when it appears that any person or business entity is engaged in an act or practice which violates or may lead to a violation of Title 26.1 of the North Dakota Century Code.
2. N.D. Cent. Code Chapter 26.1-53 governs the marketing of discount medical plans in North Dakota.
3. Taylor Development, Inc. is a Florida corporation.
4. American Health Services is a fictitious name registered and owned by Taylor Development, Inc.
5. American Medical Services is a fictitious name registered and owned by Taylor Development, Inc.

4. On April 20, 2006, Taylor Development, Inc. or unknown persons acting on its behalf, sent by facsimile transmission an advertisement for a discount medical plan to (701) 265-4554. A true and correct copy of the advertisement faxed is attached hereto as Exhibit 1.

5. Telephone numbers containing area code (701) are North Dakota based telephone numbers.

6. The faxed advertisement does not contain the disclosures required by N.D. Cent. Code § 26.1-53-03(1) including, but not limited to, the following disclosures: (1) that the plan is not an insurance policy; (2) that the plan member is obligated to pay for all health care services but will receive a discount from those health care providers that have contracted with the discount medical plan organization; (3) the name, address, and telephone number of the discount medical plan organization and the marketer; and (4) the cancellation and refund rights provided under N.D. Cent. Code § 26.1-53-08.

7. The faxed advertisement violates the provisions of N.D. Cent. Code § 26.1-53-03.

8. The response number contained in the faxed advertisement is 1-877-512-3890.

9. 1-877-512-3890 is the toll free number for American Health Services as shown on the website [www.americanmedservices.com](http://www.americanmedservices.com).

10. The address for American Health Services, as listed on the website [www.americanmedservices.com](http://www.americanmedservices.com), is 2471 McMullin Booth Rd. Suite 305, Clearwater, FL 33759.

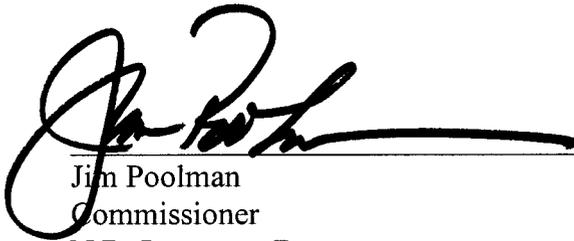
**NOW, THEREFORE, IT IS HEREBY ORDERED** pursuant to N.D. Cent. Code § 26.1-01-03.1 that the Respondent shall immediately **CEASE AND DESIST** using the advertisement attached hereto in marketing, promoting, selling or distributing any discount medical plan in the State of North Dakota and from marketing, promoting, selling or distributing any discount medical plan in the State of North Dakota in violation of the provisions of Chapter 26.1-53 of the North

Dakota Century Code.

**NOTICE OF OPPORTUNITY FOR HEARING**

Any party aggrieved by the Commissioner's order may make written application for a hearing on the order within 30 days of the date of the order. The application for a hearing must briefly state the respects in which the applicant is aggrieved by the order and the grounds for relief to be relied upon at the hearing. A hearing must be held not later than 10 days after an application for hearing is received unless a delay is requested by all persons named in the order. The Commissioner, within 30 days after the hearing, shall issue an order vacating the Cease and Desist Order or making the Cease and Desist Order permanent, as the facts require. The failure of any named person to appear at any proper hearing under this section after receiving notice of the hearing will cause that person to be in default and the allegations contained in the Cease and Desist Order may be deemed to be true and may be used against the person at the hearing. If no hearing is requested by written application, the Commissioner's Order becomes permanent.

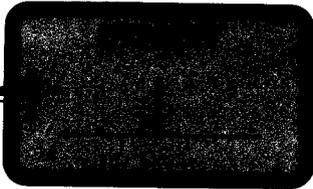
DATED this 14 day of June, 2006.



Jim Poolman  
Commissioner  
N.D. Insurance Department  
600 East Boulevard Avenue  
Bismarck, ND 58505  
(701) 328-2440

To: 17012654554 (17012654554)

09:59 04/20/06 EST Pg 01-01



# Health Care for the *Entire Family*



- No health restrictions!
- NO limitations on usage!
- YOU can not be singled out for increases or cancellations!
- NO age restrictions!

## \$69.95

Per Month

### Get A Medical Savings Program That discounts:

- |                          |                                |
|--------------------------|--------------------------------|
| • Doctor Visits          | • Dental                       |
| • Hospital visits        | • Vision                       |
| • Medical Accident       | • Hearing                      |
| • Emergency Room         | • Long Term Care               |
| • Outpatient Testing     | • Orthodontics                 |
| • Urgent Care Facilities | • Cosmetic Surgery             |
| • Medical Specialist     | • Immediate Maternity Benefits |
| • Home Healthcare        | • Chiropractic Care            |
| • Physical Therapy       | • Prescription Drugs           |

Many Plans Available!

**Call Today And receive \$25k of AD&D and \$5K of  
accident insurance at NO ADDITIONAL COST**

*One Low Price For The Entire Family! Call Now*

## 1-877-512-3890

Mon-Fri 9am - 5pm EST

**Business owners: ask for "Group" Specialist**

*If you wish to be removed from our database, please call toll free: 18666157744*