

MICHAEL A. KAKUK
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Commissioner of Securities & Insurance
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Attorney for the CSI

**BEFORE THE COMMISSIONER OF SECURITIES AND INSURANCE
MONTANA STATE AUDITOR**

<p>IN THE MATTER OF:</p> <p>HEALTH INSURANCE INNOVATIONS, INC.; HEALTH PLAN INTERMEDIARIES, LLC; HEALTH PLAN INTERMEDIARIES HOLDINGS, LLC; HEALTHPOCKET, INC.; AND INSURANCE CENTER FOR EXCELLENCE, LCC,</p> <p>Respondents.</p>	<p>CASE NO. INS-2015-348</p> <p>TEMPORARY CEASE AND DESIST ORDER and SUMMARY SUSPENSION</p>
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The Commissioner of Securities and Insurance, Office of the Montana State Auditor (Commissioner), pursuant to the authority of the Montana Insurance Code, Mont. Code Ann. § 33-1-101 et seq. (Code), and based on the allegations of fact and law contained in the Notice of Agency Action and Opportunity for Hearing in this matter, incorporated into this Order by this reference, FINDS that:

1. It appears Respondents have engaged, are engaged, or are about to engage in acts or practices constituting violations of § 33-1-1302 and chapters 17 and 18 of the Code; and

2. Public health, safety, or welfare imperatively require emergency action.

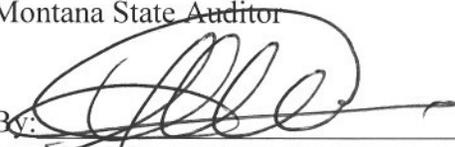
THEREFORE, it is hereby ORDERED that:

1. Pursuant to § 33-1-318(1)(b), Respondents shall immediately cease and desist from selling, negotiating, transacting, administering, or otherwise take part in or benefit from any insurance transaction in, to, or from Montana, or attempt to do any of the same; and

2. Pursuant to § 2-4-631(3), any and all Montana insurance licenses of Respondents are summarily suspended pending a hearing in this matter.

DATED this 9 day of May, 2016.

MONICA J. LINDEEN
Commissioner of Securities and Insurance,
Montana State Auditor

By: 

ANDREW POSEWITZ
Deputy State Auditor

NOTICE OF RIGHTS

Respondents are notified that the Commissioner has issued this Temporary Cease and Desist Order and Summary Suspension. If any Respondent wishes to contest these allegations, it must make a written request for a hearing within 15 days to:

Michael A. Kakuk
Montana State Auditor's Office
840 Helena Ave.
Helena, MT 59601

If requested, the hearing shall then be held within 20 days of the Commissioner's receipt of the hearing request unless otherwise agreed by the parties. **If no hearing is requested within 15**

days of receipt of this order by Respondents, and the Commissioner orders none, this Cease and Desist Order shall become permanent.

Should any Respondent request a hearing, they have the right to be accompanied, represented, and advised by counsel. If a Respondent's counsel has not been admitted to the practice of law in the State of Montana, he or she must comply with the requirements of *Application of American Smelting and Refining Co.*, 164 Mont. 139, 520 P.2d 103 (1973), and *Montana Supreme Court Comm'n on the Unauthorized Practice of Law v. O'Neil*, 2006 MT 284, 334 Mont. 311, 147 P.3d 200.

CERTIFICATE OF SERVICE

The undersigned hereby certifies that on this 12th day of May, 2016, a true and correct copy of the foregoing Temporary Cease and Desist Order and Summary Suspension was served upon the following by certified mail, postage prepaid, return receipt requested:

Health Insurance Innovations, Inc.
c/o Corporation Service Company
201 Hays Street
Tallahassee, FL 32301

Health Plan Intermediaries, LLC
15438 N. Florida Ave., Suite 201
Tampa, FL 33613

Health Plan Intermediaries Holdings, LLC
213 W. Chapman Rd.
Lutz, FL 33548

Healthpocket, Inc.
15438 N. Florida Ave., Suite 101
Tampa, FL 33613

Insurance Center for Excellence, LLC
c/o Corporation Service Company
1201 Hays Street
Tallahassee, FL 32301-2525

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