



Attorney General Doug Peterson

News Release

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Lincoln--The Attorney General's Office received notice this morning that scam artists based in Florida are posing as Blue Cross and Blue Shield of Nebraska ("BCBSNE"). The scam artists are using fake Google and Manta listings bearing Blue Cross's logo and web address, along with bogus physical addresses in Omaha. Investigators employed by BCBSNE believe the scam is affiliated with an entity called Simple Health based out of Hollywood, Florida. When contacted by phone, the scam artists collect personal information and offer insurance plans well below market value. Simple Health victims have reported online that the company charges their credit card monthly, but never provides insurance cards or proof of coverage. They also make it difficult to cancel service.

Nebraska consumers should be wary of calling any telephone number other than one available on BCBSNE's official webpage in order to purchase insurance.

Consumers who may have been victimized by this scam are encouraged to contact the Attorney General's Consumer Protection Division at 800-727-6432.

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