

# Deerfield health care marketing company faces lawsuit for 'bait-and-switch'

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James Gale was quoted in *Florida Politics* discussing a recent complaint filed targeting Deerfield, Florida-based company Insurance Care Direct. McLaren Insurance Solutions and Maxim Health, based in California, are serving as plaintiffs in the lawsuit, which was filed in California. The suit was filed against ABS Healthcare Services and Health Option One, which collectively function as ICD, as well as My Agent Solution, an affiliate of ICD. "Limited health care benefit plans can be right for many people," said Jim. "But they are not the same as comprehensive plans, and ICD and its many pseudonym entities simply deceived people through its advertising and marketing."

To read more of this article, [click here](#).

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