



THE IHC GROUP
Independence Holding Company



October 1, 2013

Insurance Departments in All 50 United States
Attention: Commissioner/Director thereof

By Mail

RECEIVED

OCT 07 2013

RE: Independence American Insurance Company; NAIC# 26581
Madison National Life Insurance Company, Inc.; NAIC# 65781
Standard Security Life Insurance Company of New York; NAIC# 69078
Carrier Exits from the Individual & Small Group Major Medical Markets

Dear State Insurance Commissioners, Directors and the like:

For ease of communication, the above-referenced insurance carriers, part of Independence Holding Company, are notifying all 50 states, in which some or all of the carriers are licensed to market health insurance products and/or may have resident insureds impacted, simultaneously of their individual and small group major medical market exits listed by carrier name and the exit dates indicated below. In those states where the carriers are exiting the market(s) on midnight December 31, 2013 or on midnight February 28, 2014, the State Insurance Departments and all insureds impacted have received the appropriate statutory notice (in compliance with State statutory market exit requirements or with HIPAA where no applicable state statute) of the exits. In those states where we are exiting the markets on midnight March 31, 2014, the Departments and affected insureds will be notified on or prior to October 1, 2013. We are providing this notice to all Departments nationwide as is it statutorily required by some states and because it is our hope it assists the Departments in tracking our market exits.

By way of background, Independence American Insurance Company, Madison National Life Insurance Company, Inc, and Standard Security Life Insurance Company of New York's decision to exit the individual and small group major medical markets was prompted by the federal government's passage of the Patient Protection Affordable Care Act ("PPACA"). The increased regulation will make it difficult for the carriers to continue to operate and compete meaningfully in markets reflected below.

Independence American Insurance Company

Exiting Individual Major Medical (IMM) 12/31/13 at midnight

Alabama, Arkansas, Colorado, Illinois, Indiana, Iowa, Missouri, Nevada, New Mexico, Ohio, Oklahoma, Pennsylvania, Tennessee, Virginia, Wisconsin and West Virginia

Exiting Individual Major Medical (IMM) 3/31/14 at midnight

Arizona, Florida, Georgia, Kansas, Michigan, Montana, Nebraska, North Carolina, South Carolina, Texas and Wyoming

Exiting Small Group Major Medical (SGMM) 3/31/14 at midnight
California, North Carolina and Texas

Madison National Life Insurance Company, Inc,

Exiting Individual Major Medical (IMM) 12/31/13 at midnight
Alabama, Arkansas, Colorado, Illinois, Indiana, Iowa, Missouri, Nevada, New Mexico, Ohio,
Oklahoma, Tennessee, Virginia, Wisconsin and West Virginia

Exiting Individual Major Medical (IMM) 3/31/14 at midnight
Arizona, Florida, Georgia, Kansas, Michigan, Montana, Nebraska, North Carolina, Pennsylvania,
South Carolina, South Dakota, Texas, Washington D.C. and Wyoming

Exiting Small Group Major Medical (SGMM) 2/28/14 at midnight
Michigan

Exiting Small Group Major Medical (SGMM) 3/31/14 at midnight
SD

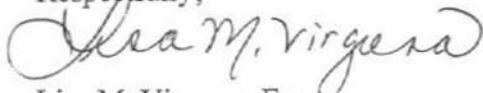
Standard Security Life Insurance Company of New York

Exiting Individual Major Medical (IMM) 12/31/13 at midnight
Alabama, Arkansas, Colorado, Illinois, Indiana, Iowa, Mississippi, Missouri, Nevada, New
Mexico, Ohio, Oklahoma, Tennessee, Virginia, Wisconsin and West Virginia

Exiting Individual Major Medical (IMM) 3/31/14 at midnight
Arizona, Florida, Georgia, Kansas, Michigan, Montana, Nebraska, North Carolina, Pennsylvania,
South Carolina, South Dakota, Texas, and Wyoming

If you have any questions or concerns about this submission, please feel free to contact me at
(212) 355-4141 ext 3029 or by email at lvirgona@sslicny.com

Respectfully,



Lisa M. Virgona, Esq.
First Vice President, Legal/Compliance