

Blue Cross Accuses ‘Premier Expert’ in Surprise Billing of Fraud

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Reporter

An insurer is accusing a software platform of submitting ineligible claims to surprise medical billing arbitration.
Photographer: Bing Guan/Bloomberg

- **Court: N.D. Ga.**
- **Track Docket: 1:25-CV-2919**

Software platform HaloMD, Inc. submitted ineligible claims for arbitration under a federal law meant to shield patients from surprise medical bills to win “outrageous payment offers” and fees totaling nearly \$6 million from insurers, according to a complaint from Blue Cross Blue Shield of Georgia.

The case highlights another aspect of the rocky rollout of the No Surprises Act, which requires insurers and doctors to settle via arbitration most unexpected out-of-network disputes instead of billing the patient directly. Doctors have accused insurance companies of not paying their bills when they lose, while insurance companies say doctors are making mistakes and abusing the process.

Elevance Health subsidiary Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. **sued** HaloMD and multiple doctor groups in the US District Court for the Northern District of Georgia on Tuesday, accusing the company of defrauding both the insurer and the federal government by falsely attesting that thousands of disputes were eligible for arbitration. The plan is seeking to overturn the awards under the NSA, the Racketeer Influenced and Corrupt Organizations Act, and state law.

HaloMD bills itself as “the premier expert” in surprise billing arbitration, with a proprietary platform that “transforms” the process. The complaint also names Hospitalist Medicine Physicians of Georgia and Sound Physicians Emergency Medicine of Georgia as defendants.

Examples of ineligible cases include claims under Medicare and Medicaid and those subject to Georgia's surprise billing law, as well as cases where the doctors did not pursue negotiations first, the insurer said.

Seventy percent of the 7,268 disputes HaloMD and the doctors submitted between January 2024 and April 2025 were ineligible for arbitration, resulting in damages of \$5.9 million, according to the complaint. HaloMD and the doctors use the process to then win "outrageous payment offers that they could never receive on the open market," BCBSGA wrote.

HaloMD did not immediately respond to a request for comment.

Blue Cross Blue Shield is represented by Reed Smith LLP.

The case is *Blue Cross Blue Shield Healthcare Plan of Georgia, Inc., v. HaloMD, Inc., et al.*, N.D. Ga., No. 1:25-CV-2919, complaint filed 5/27/25.