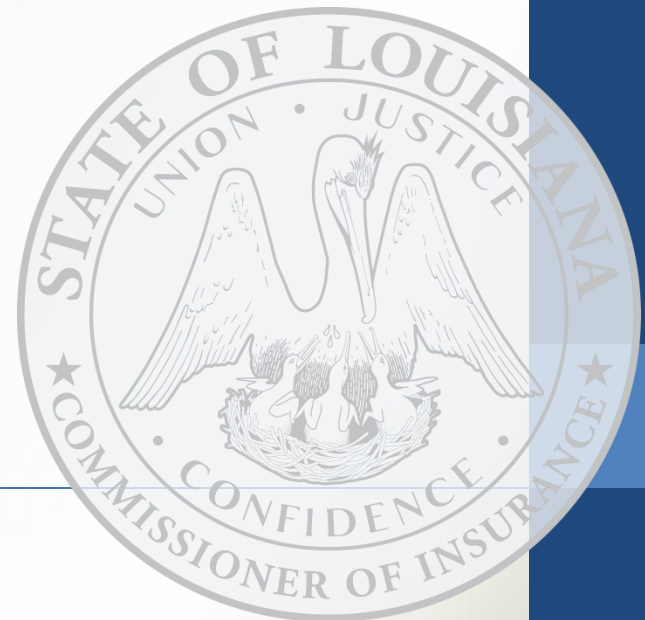


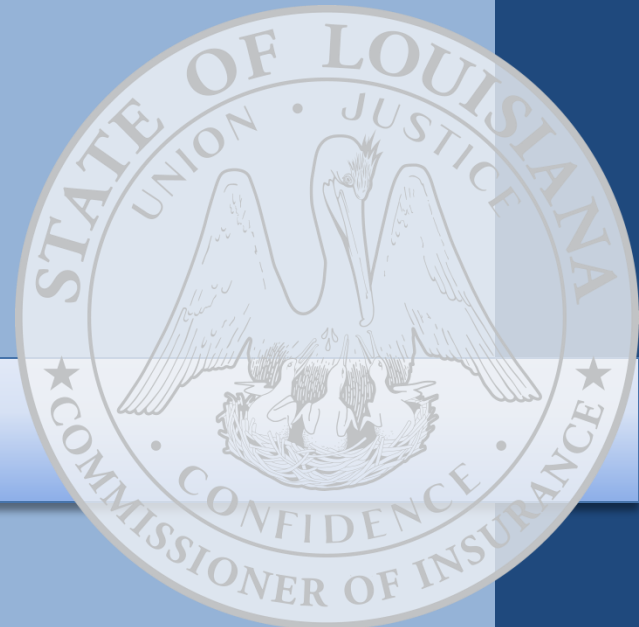
# Insurance Fraud in the US and LA

Nathan Strebeck

Deputy Commissioner  
Office of Insurance Fraud



# State of Insurance Fraud

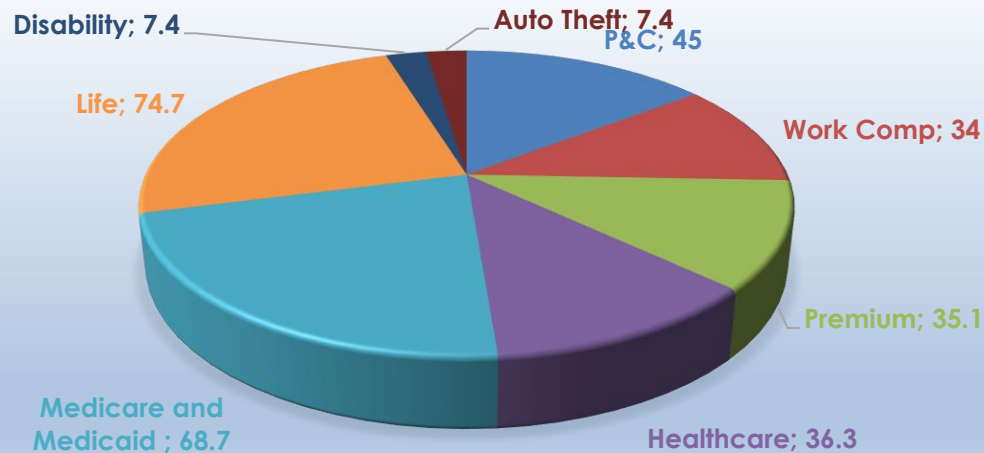




# Fraud in the United States

Annual Cost = 308.6B

Cost/Consumer = \$1000





# Fraud in Louisiana

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Fraud in Louisiana



Unquantified

Estimation = 4.2 Billion Annually



# Perception of Insurance Fraud

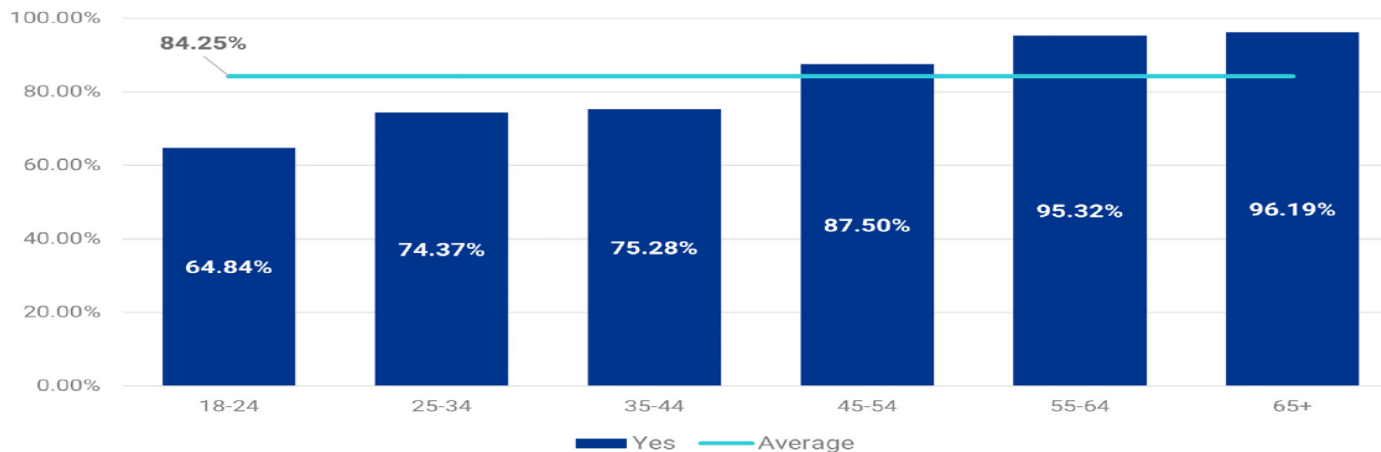
## Perception of Insurance Fraud



### Observations:

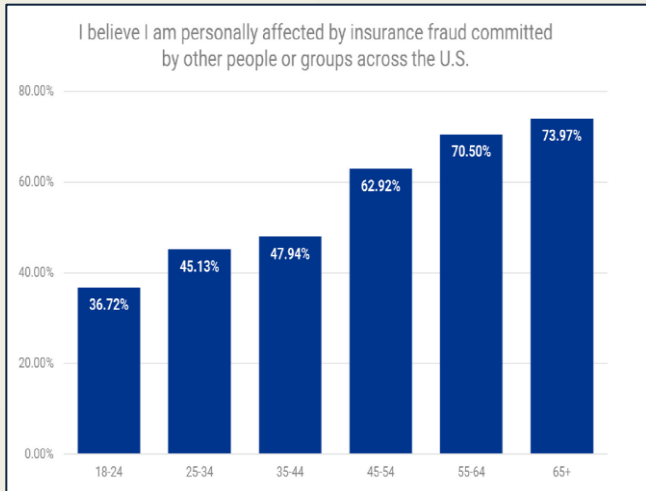
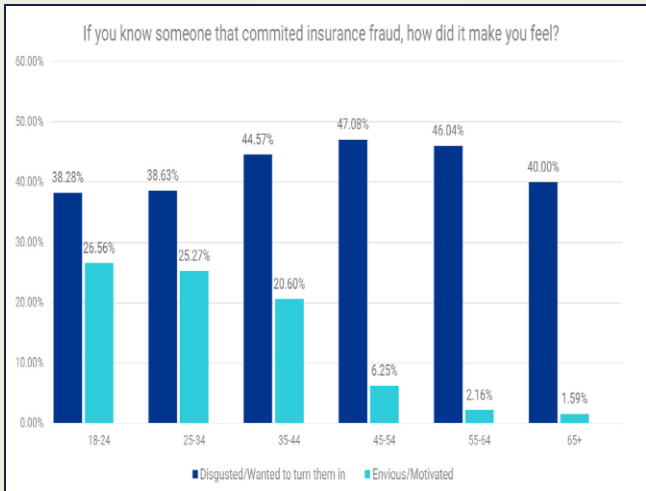
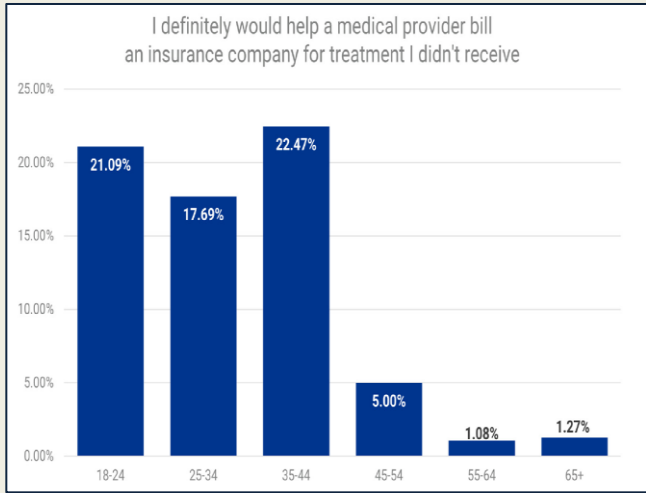
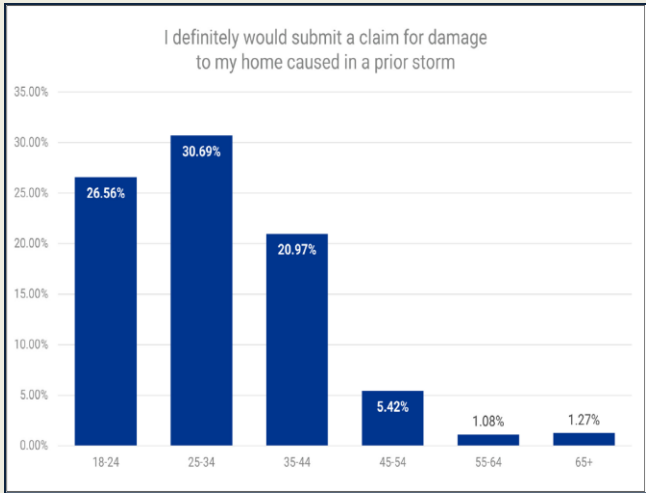
1. 16% equates to approximately 53 million U.S. residents.
2. Participant Rationale:
  - Insurance fraud is not wrong.
  - Its fair because insurers "rip people off."
  - Insurers are paid enough – "It's my money I'm getting back."

## Do you consider insurance fraud to be a crime?





# Demographical Study



## Observations:

- Those under the age of 45 are more likely to:
  - Submit a fraudulent claim for prior damage.
  - Help a medical provider bill a fraudulent claim.
  - To be envious of those who submitted a fraudulent insurance claim.
- Those under 45 are less likely to associate the personal impact of insurance fraud committed by others.

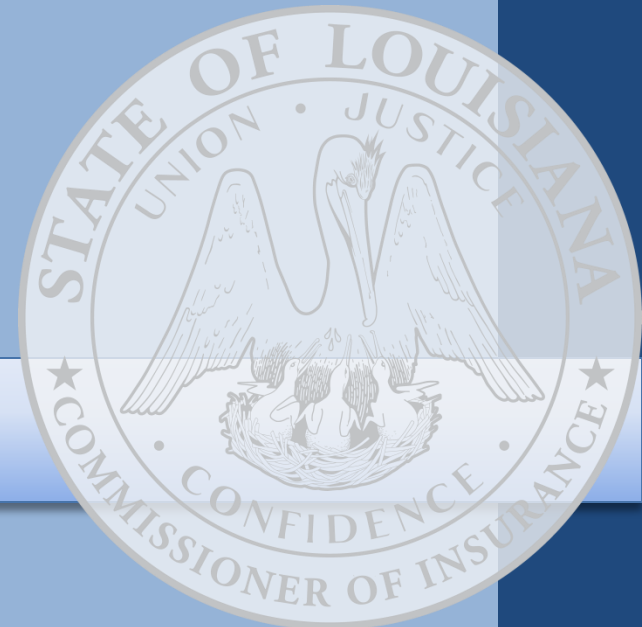


# So What? Why Should We Care

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- Insurance Crisis in Louisiana
  - Carrier availability → Impacts Affordability
  - Insurance fraud impacts availability and affordability.
- The effect:
  - Real people
  - Real hurt
  - Real problems → Unaffordable Cost of Insurance
- They are counting on us to facilitate change.

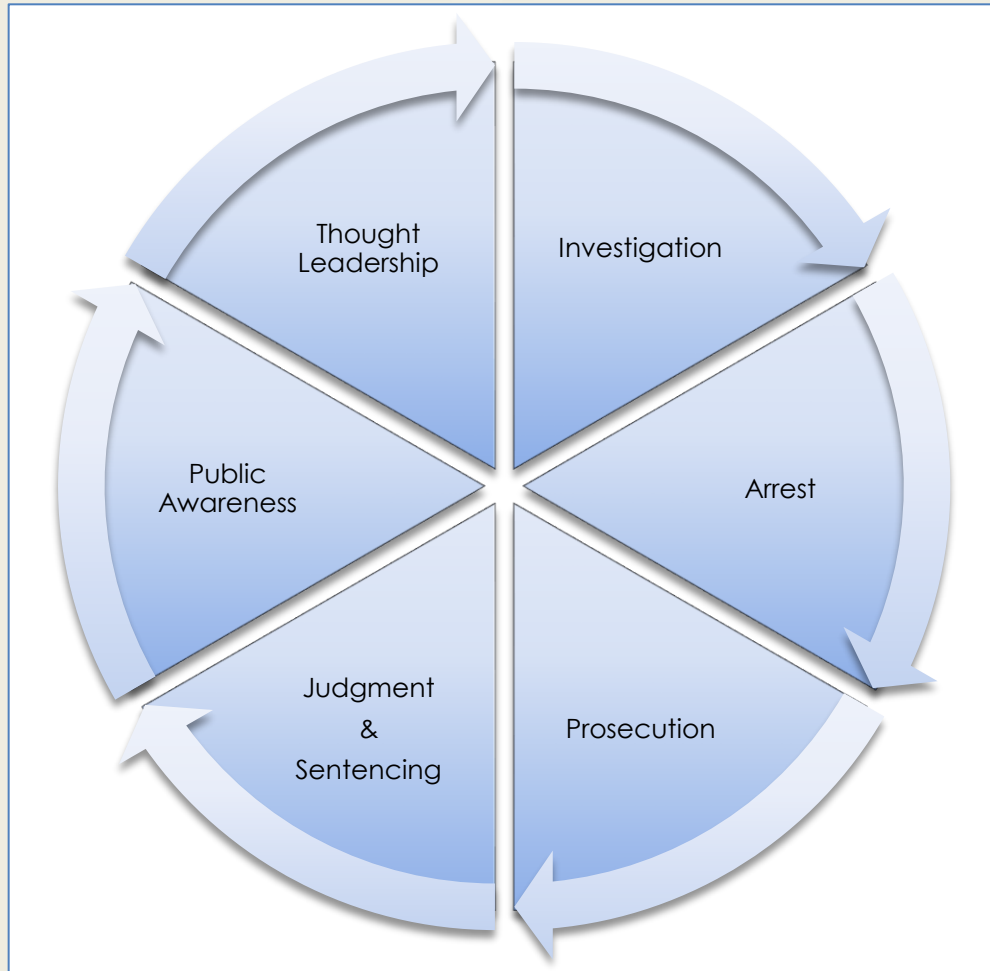
# How Do We Facilitate Change





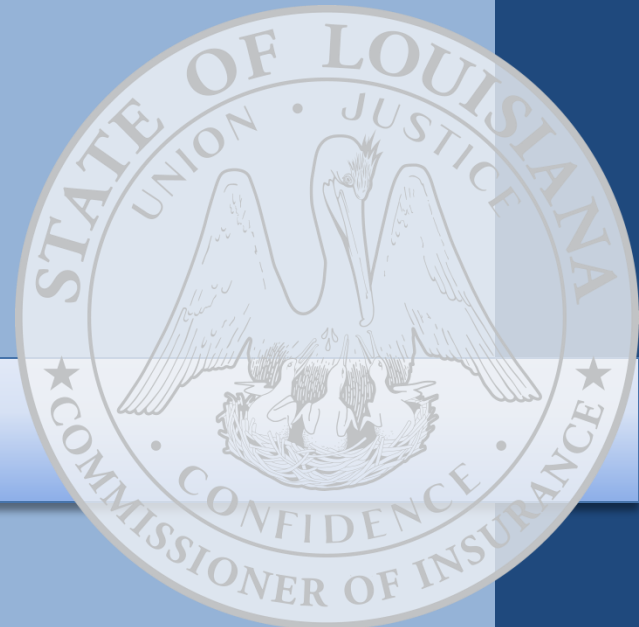


# Anti-Fraud Performance Cycle



1. Thought Leadership:
  - Counsel – Advisory Board
  - Technology Initiatives
2. Fusion – LDI, LSP, LSA, City Police, DA, & DOJ
3. Communication & Coordinated Investigations  
Converting to Arrests
4. Administrative, Civil, and Criminal Accountability
5. Public Awareness Campaign

# Emerging Threats and LDI Response





# Emerging Threats and Counter Measures

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- Emerging Threats
  1. Maintaining the status quo
  2. SEO lead generation, toxic backlinking, & webcloaking
  3. Generative artificial intelligence
  4. Deepfakes and the use of synthetic identities
- Counter Measures
  1. Commissioner Temple –Increased staffing support by 30% - Completed on 1/8/2024
  2. Restructuring the OIF – Completed on 9/1/2024
  3. Clarifying enforcement authority of the OIF – Work In Progress
  4. 4Warn, Inc. – Completed on 9/1/2024
  5. Anti-Fraud One – Targeted for 1/1/2025
  6. Develop of Artificial Intelligence – Targeted for 1/1/2025

# Contact Information:

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