



2023 NHCAA

Awards Program

November 7, 2023



NHCAA



People of the State of California v. Jeffrey Toll et al.

The National Health Care Anti-Fraud Association is very pleased to recognize the investigation and prosecution teams in the **People of the State of California v. Jeffrey Toll et al.** with this year's **SIRIS® Investigation of the Year Award**. This case represents a collaboration between Blue Shield of California, the Blue Cross Blue Shield Association, the Los Angeles City Attorney's Office, and the Los Angeles County District Attorney's Office.

The case began when a member of Blue Shield of California contacted the customer service call center to report a claim submitted on their behalf by Jeff Toll MD, Inc., explaining that they had never sought services from this provider. Jeffrey Toll is a licensed internal medicine physician located in Los Angeles, and the CEO and majority owner of Jeff Toll MD, Inc., who prior to the COVID-19 pandemic, had unremarkable billing practices.

That member complaint led Blue Shield's Special Investigations Unit to launch an investigation into allegations of questionable billing by Dr. Toll relating to drive-through COVID-19 testing. In October 2020, he began offering COVID-19 testing to patients through his private practice. Then in November 2020, Dr. Toll partnered with Sameday Technologies to charge insurance companies an additional fee for medical consultations each time a patient with insurance sought a COVID test.

The Sameday website falsely represented to insured patients that they were required to have a medical consultation in order to receive a COVID test. Insured customers were targeted, and then directed to Jeff Toll MD, Inc., for the consultation, which typically occurred over the phone. Patients paying cash were not required to have a consultation.

In exchange for having customers sent to his practice, Dr. Toll paid a substantial portion of his profits to Sameday as a "referral fee." Jeff Toll MD, Inc. employed doctors across the country to perform the telehealth consultations. In fact, very few were performed by Dr. Toll himself. Claims would be filed to insurers that did not accurately reflect the complexity or length of the consultations, misrepresented the purpose of the tests and consultations, and sought reimbursement for calls and consultations that, in many cases, did not occur. Personal Protective Equipment (PPE), intended for in-person interactions was also often billed for, despite the fact that the consultations were performed via telehealth and telephone.

Blue Shield entered a case into SIRIS® summarizing its investigation and alerting insurers and law enforcement. The case entry was viewed more than 200 times by 50 NHCAA Member Organizations and Government Liaisons.

A civil case was brought by Los Angeles city and county officials, alleging that the perfunctory chats with physicians were at the heart of a fraudulent scheme that yielded millions from health insurers and capitalized on federal laws that were intended to make it easier for people to get tested for COVID-19.

In April 2022, Los Angeles County signed a settlement with Dr. Toll, requiring him to pay restitution in the amount of \$2.8 million. There were additional civil penalties totaling \$1.15 million. Sameday Technologies agreed to pay \$22.5 million.

CONGRATULATIONS TO

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