



NAHU Grassroots Action Webinar

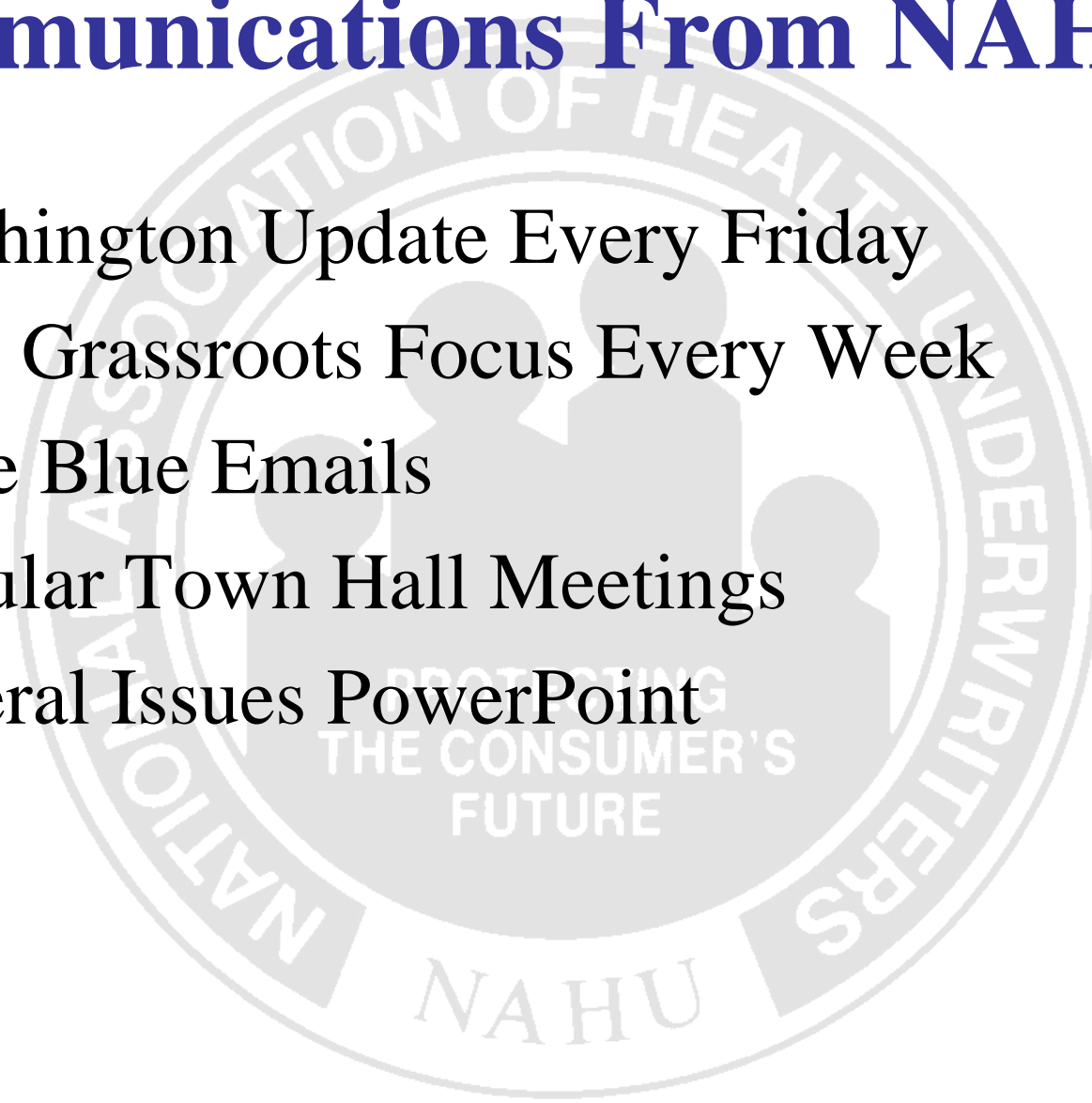
May 19, 2009

Grassroots Meetings

- Memorial Day Recess
 - May 22- June 1
- July 4th Recess
 - June 26-July 5
- August Recess
 - August 7-September 7
- Let us know about scheduled meetings at <http://capwiz.com/nahu/lrm/feedback.tt?event=16821&mode=appointment>
- Ongoing Town-Hall Meetings
 - Look for an updated list in each Friday's Washington Update

Communications From NAHU

- Washington Update Every Friday
- New Grassroots Focus Every Week
- Code Blue Emails
- Regular Town Hall Meetings
- Federal Issues PowerPoint



Grassroots Action

- Operation Shout Response
 - Members
 - Clients
- Getting participation from clients
- How effective is an Email?
- Letters, Faxes, Phone Calls
- Targeted outreach to key Representatives and Senators

Brokers Making A Difference

- New website
 - www.brokersmakingadifference.com
 - Share your stories online
 - Have your clients share stories
- New Booklet
 - Delivering to Congress
 - PDF available online
- Cooperation with other agent groups

Fly-In and Convention

- July 15 Fly-In to DC with Other Broker Groups
 - Targeted training
 - Targeted Hill Visits
 - Associations make appointments
- Convention June 27-July 1
 - Increased legislative focus
 - Town Hall Meeting and Grassroots General Session

Grassroots Policy Talking Points

- Value of the Agent/Broker/Consultant
 - Tell your personal stories
- Market Reforms
 - Changes to the way coverage is issued and rated in the individual and small group markets
 - Wide enough age bands and wellness as a rating factor
 - State-based financial back-stop or risk-adjusters
- Individual Mandate
 - Needs to be enforceable to be effective
 - Standard of creditable of coverage must not be overly complicated/rigid

Grassroots Policy Talking Points

- Government-Run Public Plan Option
 - We oppose. Cost-shifting, decline of private market.
 - Government cannot be a regulator and a competitor
 - Resources should be used for subsidies instead
- Exchange/Connector
 - State-based, with option for multiple competing arrangements
 - Online portal model, not bricks and mortar, not purchasing pool
 - Must include access to agents and brokers
 - Subsidies must be available inside and outside of the Exchange
 - No mixing of individual and small group markets

Grassroots Policy Talking Points

- Subsidies/Tax Credits
 - Subsidies for low-income and small businesses
 - Ability to use in any market
 - Premium assistance when ESI is available
 - Essential benefits package
- Employer Mandate
 - We oppose. Detrimental to job growth and the economy
 - Particularly bad for small employers

Grassroots Policy Talking Points

- Wellness and Cost Containment
 - Wellness
 - Wellness incentives in public programs
 - Wellness as a rating factor
 - Wellness program creation tax credits for employers
 - Legal protections and improvements to bona fide wellness plans
 - Comparative effectiveness
 - No coverage determinations
 - Health IT
 - Interoperable technology
 - System efficiencies
 - Pay for performance, transparency, evidence-based medicine
 - Efficiencies should apply to public programs and private payers and providers
- Financing
 - Lifestyle tax
 - Preservation of the Employer Exclusion



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