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Link to Article:

[http://www.nola.com/politics/index.ssf/2014/11/signups\\_for\\_affordable\\_care\\_ac.html](http://www.nola.com/politics/index.ssf/2014/11/signups_for_affordable_care_ac.html)

Email Subject: Letter to the Editor

Hi,

I'm submitting the following letter on behalf of the CEO of the National Association of Health Underwriters, Janet Trautwein. Is there any chance you might be able to run it?

Best,  
Kelly

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Kelly Loussedes  
National Association of Health Underwriters  
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Dear Editor,

A recent article reported that few Baton Rouge-area residents are signing up for health insurance during the current open enrollment period for the Affordable Care Act's exchanges ("Signups for Affordable Care Act plans highest in New Orleans, lowest in some Baton Rouge communities," Nov. 25). Consumers looking for help deciphering their coverage options -- and officials hoping to boost enrollments -- should consider seeking the counsel of licensed, professional agents.

Access to agents is linked to lower health costs. A recent study from the University of Minnesota found that premiums were 13 percent lower in counties with higher populations of brokers.<sup>1</sup>

Nationwide, 84 percent of those who received assistance purchasing exchange coverage from an agent or broker during last year's open enrollment period rated him or her as "helpful." No other group received a higher satisfaction rate.<sup>2</sup>

Sincerely,

Janet Trautwein  
Executive Vice President and CEO  
National Association of Health Underwriters  
1212 New York Ave. NW, Suite 1100  
Washington, DC 20005

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<sup>1</sup> [http://articles.washingtonpost.com/2013-08-22/national/41435388\\_1\\_small-firms-small-employers-brokers](http://articles.washingtonpost.com/2013-08-22/national/41435388_1_small-firms-small-employers-brokers)

<sup>2</sup> [http://www.allhealth.org/briefingmaterials/5-WALTMANSLIDES\\_BL.PDF](http://www.allhealth.org/briefingmaterials/5-WALTMANSLIDES_BL.PDF)