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Contact: Abigail McDonough

202-224-6101

## **ROCKEFELLER SAYS NEW HEALTH CARE INITIATIVE WILL HELP CONSUMERS BETTER UNDERSTAND HEALTH INSURANCE OPTIONS**

*Rockefeller Plan Will Require Health Insurance Info that's Easy to Read, So People Can Choose the Option that Best Fits Their Needs*

WASHINGTON, D.C. — Senator Jay Rockefeller today said that the Administration's final rule, released today -- requiring health insurance companies to clearly explain their coverage plans -- will better protect consumers, helping them to easily understand their health coverage and determine the best insurance for themselves and their families.

The Affordable Care Act included several provisions designed to increase transparency and accountability in the health insurance industry, based on a bill introduced by Senator Rockefeller and Congresswoman Rosa L. DeLauro (D-CT) in 2009. The legislation brings much-needed simplicity and key facts on health coverage to consumers through the creation of a standardized summary of benefits and coverage, including a "Coverage Facts" label for health care plans – similar to the "nutrition label" on packaged foods.

"I'm confident that consumers will benefit from these new, easy-to-understand summaries of their benefits," said Rockefeller. "Insurance companies will no longer be allowed to hide behind loopholes and complex language to deny customers the benefits they paid for and expect. People are going to be able to demand more and more openness and clarity from the health insurance coverage they are spending their hard-earned dollars on. They deserve to be able to easily read and understand different policies so they can make the best decision for their families."

In November, Rockefeller and DeLauro sent letters to the Secretaries of the U.S. Departments of Health and Human Services, Treasury, and Labor, encouraging them to implement a strong rule defending consumers and rejecting calls from the insurance industry and others who tried to weaken the regulations. Click [here](#)

([http://rockefeller.senate.gov/public/index.cfm/files/serve?File\\_id=b74f8890-4369-4ac6-bec3-](http://rockefeller.senate.gov/public/index.cfm/files/serve?File_id=b74f8890-4369-4ac6-bec3-)

[2eaa0e147f7b&SK=4D443394AB386DB74467EBAF0F4411AC](http://2eaa0e147f7b&SK=4D443394AB386DB74467EBAF0F4411AC)) and [here](http://rockefeller.senate.gov/public/index.cfm/files/serve?File_id=fad80762-2503-4987-840b-343096f01545&SK=411A0B63CEC4BB5728319D3BF7F5C722) ([http://rockefeller.senate.gov/public/index.cfm/files/serve?File\\_id=fad80762-2503-4987-840b-343096f01545&SK=411A0B63CEC4BB5728319D3BF7F5C722](http://rockefeller.senate.gov/public/index.cfm/files/serve?File_id=fad80762-2503-4987-840b-343096f01545&SK=411A0B63CEC4BB5728319D3BF7F5C722)) to view the letters.

A Kaiser Health Tracking Poll from November showed that that Rockefeller and DeLauro's provision is the most popular piece in the Affordable Care Act -- viewed favorably by 84 percent of respondents. Click [here](http://www.kff.org/kaiserpolls/8259.cfm) (<http://www.kff.org/kaiserpolls/8259.cfm>) to view a summary of the poll.

In August, the U.S. Departments of Health and Human Services, Labor, and Treasury announced the initial rule which will make sure that health insurers and group health plans provide consumers with information that is understandable and consistent so that people can more easily compare details about health plan benefits and coverage. The rule was then subject to a public comment period before the release of the final rule.

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