

Immediate Release:

Monday, March 12, 2012

Contact:

Robert Zirkelbach, 202-778-8493

AHIP Statement on the Final Exchange Rule

Washington, DC – America’s Health Insurance Plans (AHIP) President and CEO Karen Ignagni today released the following statement on the final state exchange rule released by the Department of Health and Human Services:

“This rule recognizes that states are in the best position to establish exchanges because they have the experience and local-market knowledge needed to best meet consumers’ needs. States need to be given flexibility to ensure that individuals, families, and small businesses have access to options that work best for them. As these exchanges are developed, it is also important to avoid duplicating existing state regulations that will add complexity and increase costs for consumers.

“Exchanges will work best if they are true marketplaces that maximize choice and competition so that individuals, families, and small businesses can purchase plans that are right for them. Consumers will be best served if a state exchange adopts an efficient, cost-effective approach that leverages existing health plan resources, utilizes federal resources or guidance where sensible, and relies on the exchange itself to administer key functions.

“We will be reviewing the rule and look forward to sharing our comments.”

#####

America’s Health Insurance Plans – Providing Health Benefits to More Than 200 Million Americans