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**Industry Leader Lays Out Plans for Successful Creation and Operation
of Health Insurance Exchanges in All 50 States**

*President of CHOICE Administrators Calls for Strong Distribution Systems,
Consumer Decision Support Tools and Creative Partnerships for Exchanges to Flourish*

(ORANGE, CA – October 20, 2010) — A strong distribution system, a full range of consumer decision support tools, and an open-mindedness to explore creative partnership arrangements will be key elements if [health insurance exchanges](#) are to be successful, according to Ron Goldstein, president of [CHOICE Administrators](#), the nation’s leader in developing and administering [employee-choice health benefit programs](#).

Goldstein made his remarks yesterday before a gathering of industry leaders at the California Association of Health Plans’ (CAHP) annual conference in Indian Wells, California. CAHP represents 39 health plans that provide health coverage to more than 21 million Californians.

“The healthcare reform legislation passed earlier this year mandates that all states establish a health insurance exchange by 2014, but in order for these exchanges to meet enrollment goals and provide quality healthcare they must listen to the marketplace and operate in a manner that the public will enthusiastically embrace,” said Goldstein.

Goldstein’s comments are grounded in having created and directed the nation’s oldest and most successful [health insurance exchange for small and mid-size groups](#), CaliforniaChoice. Launched in 1996 CaliforniaChoice currently works with more than 10,000 employers and covers 150,000 members.

“States should consider an integrated process where a private and public partnership really makes exchanges work,” said Goldstein. While states could choose to operate an exchange on their own, Goldstein believes that “a much better recipe is the creation of new public-private

partnership that harnesses existing private-sector distribution channels such as brokers and insurance agents that already touch millions of citizens every month.

“Establishing the exchange in this way would also best serve the needs of those consumers and businesses who will qualify for subsidies or tax credits and who deserve the same dignity and freedom to shop as will be available to commercial insurance shoppers,” Goldstein said.

In addition to these new partnerships, Goldstein called on states to make sure that the exchanges they are developing include such full-service administrative functions as billing, collection, eligibility changes and call center activities. Complementing these services should be a robust array of consumer decision support tools including benefits and rate metrics, provider search assistance, disease management programs, access to quality data, and a strong online presence including easy online enrollment.

“Exchanges will require businesses and individuals to take a new, fresh look at how health insurance is packaged, sold and bought,” said Goldstein. “If the exchanges are truly consumer driven and customer responsive, then they can help move our country to a more rational and value-based method of purchasing health coverage. They can also empower individuals to make informed enrollment decisions so they choose a health plan that best meets their family’s needs and personal budget.”

CHOICE Administrators[®] Exchanges is the nation’s leader in developing and administering health insurance exchanges. Currently serving more than 10,000 employers and more than 150,000 members, *CHOICE Administrators* is a member of The Word & Brown Companies, the nation’s leading developer and administrator of consumer-choice exchange models. Among the products currently operated by *CHOICE Administrators* are the California*Choice*[®] small group (2-50 employees) and mid-market (51-199 employees) private exchanges and Quotit, one of the nation’s largest individual/family proposal and online enrollment systems that generated 2.5 million individual health quotes nationally in 2009. Further information may be obtained at www.choiceadmin.com.

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