

The Voice of Colorado Business

Common Goals - Uncommon Partners

Businesses Unite to Support the Creation of the Colorado Health Insurance Exchange

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COLORADO ASSOCIATION OF COMMERCE & INDUSTRY
The State Chamber of Commerce

SB 200

- Colorado becomes one of 7 states to pass Exchange legislation
- Establishes Governance structure
- Creates Legislative Oversight
- Prohibits Active Purchasing
- Prohibits Rulemaking
- Prohibits Rate Setting



Initial Action

- Educational outreach to Employers
 - What is PPACA?
 - What is an Exchange?
 - Who does it effect?
 - Who will be in charge?
 - Who will pay for it?
 - Why should I care?



Crucial Messages

- Outreach to Policymakers
 - Businesses are Consumers
 - Employers are currently the primary purchasers of health insurance products
 - Reform/Exchange cannot succeed without business participation
 - Cost reductions needed regardless of SCOTUS decision



One Voice on Reform

- **Creating Business Coalition the Most Important Step towards Success.**
 - Organization of the Business Principles
 - Strong, Consistent Message
 - Unwavering Support for the Policy
- **Policy over Politics**
 - Reduction of Costs the goal



Common Principles

- **Prevent new layers of government & regulation**
- **Create a competitive marketplace**
- **Allow ALL carriers to participate**
- **Allow industry professionals on Board**
- **Prohibit Exchange from:**
 - **Active purchasing**
 - **Rate setting**
 - **Promulgating rules**
 - **Duplicating existing Colorado regulations**



Opposition

- Fierce; from all sides
- Based on a misunderstanding of the policy;
- A belief that any type of health reform equates to compliance with federal law; and
- A belief that Exchanges don't provide enough reform.



Sustaining Support

- Pro-business leadership;
- Both parties pressured to kill bill;
- Businesses provided public support of both sponsors and the bill concept;
- Testimony provided by large and small employers to emphasize the need for premium cost reductions;
- Support of SB 200 by U.S. Chamber crucial to efforts.



Lessons Learned

- Public perception of health reform
- Education of the policy
- Business coalition the key to success
- Consumer / Business coalition



The SHOP Marketplace

- Crucial to the success of the Exchange
- Employer Participation the Key
- Ensuring the Exchange will not integrate Medicaid or Services the **ONLY** way to ensure employer participation



The SHOP Marketplace

- Start by defining “Small Employer” as 50 or less
- Creative Incentives lead to larger participation:
 - Wellness program discounts
 - Defined Contribution
 - Tax incentives for purchasing in the SHOP



The Road Ahead

- Implementation
- Operations & Financial Plans
- Staffing
- Marketing
- Legislation to establish plan tiers
- Additional legislation
 - Min. 5 bills per year



Resources

- www.cochamber.com
- <http://www.colorado.gov/healthreform>
- <http://www.coloradohealthinstitute.org/CO/HIEX.aspx>

