



Key Health Reform Changes That Should Happen Right Now



health
values



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on behalf of
Communicating for America
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Biographical Information



- Helped create most of the state-based high-risk pools for those denied health insurance.
- Founder of NASCHIP – National Association for State Comprehensive Health Insurance Pools.
- Co-Founder of HealthCare.com – a private technology marketplace for health insurance.
- Chairman and CEO of Communicating for America – representing ~100,000 rural health insurance consumers.
- Founder of HealthValues.org – a new organization that helps consumers be “wiser about healthcare financing.” It is sponsored by Thrivent Financial, on behalf of its 2.3 million members.
- Former CEO of publicly-traded insurance and financial services company.
- Serial entrepreneur who has created four companies that were later sold to NASDAQ and NYSE public firms.
- Frequent speaker on health insurance market innovation and reform.



The Individual Market is in a Meltdown



- Consumer choice has dropped
- Competition is being eliminated
- Prices have escalated
- Retention of coverage has declined
- There are no incentives to innovate
- The Mandate is not working
- Medical debt is rising
- Provider networks have narrowed
- Consumers and carriers have a “crisis of confidence”



+ Key Changes to Make in First 100 Days

1. Subsidy Portability

Allow web-based entities and insurance companies to administer premium tax credits without requirement to connect to HealthCare.gov.

- Requires stringent standards for privacy and verification
- Can be funded by private companies
- Makes it easier to enroll and increases number of people who have health insurance
- Can be done by CMS rule



+ Key Changes to Make in First 100 Days

2. Relax requirements for Qualified Health Plans to improve affordability and enrollment

- Allow Copper-type plans
- Remove “no lifetime maximum” in coverage but allow claims above “X” to qualify for a pooling mechanism
- Over-turn recent CMS ruling on short term medical insurance plans
- Allow premium tax credits for alternate coverage in markets with limited competition



+ Key Changes to Make in First 100 Days

3. Begin process to create a health insurance high-risk model based on Minnesota program

- Broad assessments
- Ease of enrollment
- Premiums aligned to Marketplace
- Flexible plan design
- HSA friendly



+ Key Changes to Make in First 100 Days

4. Allow any health insurance premium and out-of-pocket medical expenses in excess of \$1,000 to be deducted from federal income tax

- May only be needed in 2017 and 2018
- Helps ~5 million Americans in small business and individual market who don't qualify for premium tax credits
- Encourages people to buy health coverage
- Gets healthy people to buy insurance





Key Changes to Make in First 100 Days



5. Allow insurance companies to offer wellness discounts to individuals who take measurable action to improve their health and retain coverage

- This is allowed in the employer market but under Obamacare is against the law in individual market
- It improves retention of health insurance and rewards consumer behavior
- Works in other regulated financial sectors



+ Additional Information



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