



Exchange Talking Points

IAHU and NAIFA Idaho, representing over 1,000 agents and brokers in Idaho, stand in support of Idaho's efforts to overturn the Federal Health Care reform act (PPACA). Further, we are very opposed to allowing or encouraging the Federal Government to establish a Federal Exchange in Idaho. We support efforts to thwart a federally run exchange by implementing a state run exchange, using free market principles.

We believe a state run exchange will be better for Idahoans and Idaho Businesses:

- It will provide Idahoans with more affordable choices and plans.
- It will give Idaho's small business with the ability to control their health insurance costs using a "defined contribution" strategy.
- It will give Idaho employees the ability to pick the group product that best meets their individual needs, instead of a one size fits all group plan.
- It will allow Idahoans, who qualify, to receive premium assistance in purchasing the plan of their choice

We believe a federally run Exchange to be harmful to Idahoans, Idaho insurance consumers, and Idaho's economy. We would ask you to consider the following points.

- **A Federal Exchange will limit access** to Idahoans who wish to purchase Idaho insurance products from Idaho carriers and Idaho agents. A federal exchange will allow two nationwide carriers. Idaho carriers and products will likely not be included. Idaho agents and brokers will be excluded from being able to market, service and assist Idahoans.
- **A Federal exchange will cost Idahoans more** for their health insurance. The Federal exchange products will likely be more expensive as the nationwide carrier includes the mandates from other states and the Federal Reform. Additionally, a Federal Exchange will eliminate competition which will in the long term drive rates up further.
- **A Federal exchange will harm Idaho's economy** as Carriers and agents are forced out of business which will result in loss of jobs, loss of income and state tax revenue. Further Idaho would lose premium tax on the products purchased through the Federal Exchange. That premium tax will be used to fund the federal exchange.
- **A Federal exchange will result in the loss of regulatory control** of Idaho's individual and small group market and will give the Federal Government unprecedented control over those markets and the products regulated in those markets.

For these and other reasons, **we urge Idaho Legislators to adopt a state run exchange.**