



**CONSUMERS WANT CHOICES
IN HEALTH CARE.**

AND WE ARE HERE TO HELP THEM.

HEALTH INSURANCE
AGENT & BROKER
A L L I A N C E

Alliance members:



- Bipartisan efforts to enact comprehensive health reform could not be more timely or necessary.
- Health insurance agents and brokers will be needed more than ever to serve as counselors and advocates in a reformed health care system.
- Health insurance agents and brokers strongly oppose a government-run public plan that would unfairly compete with the private health insurance market, divide risk pools and pile-on significant unnecessary costs to health care reform compared to sensible improvements to private insurance markets.
- Any health insurance exchange options created should be state-based and operated through a portal system with standardized application, standardized information regarding both quality and coverage, and referrals to certified agents and brokers.
- The agent and broker community believes the preservation of the current federal employer deduction and employee exclusion is critical to the success of any health reform effort.

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