June 10, 2010

Mr. Lou Felice  
Chair, Health Care Reform Solvency Impact Subgroup

Steven Ostlund  
Chair, Accident & Health Working Group

National Association of Insurance Commissioners  
2301 McGee Street, Suite 800  
Kansas City, Missouri 64108-2662

Dear Mr. Felice, Mr. Ostlund, and Subgroup members:

The Illinois Public Health Institute (IPHI) works through partnerships to promote prevention and improve public health systems that maximize health and quality of life for the people of Illinois. Our mission is to promote the full engagement of the broader public health system – health care providers, employers, community groups, health insurance companies and the public sector – in promoting and participating in population-level health improvement. Prevention is a more cost effective approach to improving health than is treating people who become sick and population health improvement is key to the long-term affordability of health care reform.

IPHI has worked for many years with Blue Cross/Blue Shield of Illinois as a partner and funder of our health improvement programs, including the development of a state health improvement plan and our coalition initiative to fight obesity in Illinois, the Illinois Alliance to Prevent Obesity.

As you advise the Secretary of HHS on issues related to the implementation of health care reform, I urge the National Association of Insurance Commissioners (NAIC) to keep in mind the important role insurance companies can and do play as a partner and funder in the public health system’s efforts to promote a healthy population. Please identify ways in which health care reform implementation can foster and encourage such investments by health insurers.

Thank you for consideration on this important issue.

Sincerely,

Elissa J. Bassler  
CEO