***NEWS RELEASE***

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80% of Americans Will Need Help With ‘Easy’ Online Health Insurance Registration

Twila Brase of Citizens’ Council for Health Freedom Says Personal Assistance Will Cost $530 Million in Just 14 States

St. Paul, Minn.—One of the benefits of shopping online in the Obamacare health exchanges was supposed to be the easy, simple method of obtaining insurance. But new information from an industry insider reveals that **80 percent of Americans will need personal assistance in the process** —and the Obama Administration is spending hundreds of millions of dollars, scrambling to convince Americans to sign up for higher premiums and privacy intrusions inherent in the exchanges.

Patient advocate **Twila Brase**, co-founder of **Citizens’ Council for Health Freedom**, was on the line during the live, 3-day, First National Health Insurance Exchange Summit conference call, where an Obamacare exchange executive in California admitted that the process is so difficult that more than three-quarters of Americans will need personal assistance figuring out how to enroll in the exchanges—all at a very high cost.

In fact, $530 million has already been designated by the federal government to set up call centers in 14 states to answer questions—just one aspect of the needed assistance. The half-billion dollars will be spent in just over a year—from September 2013 to December 2014. About 9,000 workers will be hired to field calls from those confused about enrolling in the exchanges. That’s 9,000 workers in just 14 states, which leads to an estimate of 32,150 new workers needed for all 50 states.

“If taxpayers will be responsible for over $530 million to convince skeptical Americans in 14 states to join the inefficient and costly Obamacare exchanges, how much will it cost to offer exchange assistance in all 50 states?” Brase asks. “How short have expectations fallen when the Administration must now spend hundreds of millions of dollars to cajole Americans into the already troubled exchanges?”

On the recent conference call, Peter V. Lee, Executive Director of the California Health Benefit Exchange, also known as Covered California, stated that “80 percent of the people will need assistance” in signing up for the state exchange in California.
“This is a very telling statement that reveals the truth about health insurance exchanges,” Brase said.

Another of Brase’s chief concerns about Obamacare is the intrusive Federal Data Services Hub that will collect private, sensitive information on Americans through the exchanges. The IRS is designated to regulate Obamacare while already under investigation for harassing and targeting certain individuals and organizations.

Brase has written a list of the “Top Ten Terribles of Health Insurance Exchanges,” which include higher costs, privacy intrusions, more red tape, and poor care and coverage. The full list is available on the CCHF web site at http://www.cchfreedom.org/.

Twila Brase shares health care-related news with the American public in her daily, 60-second radio feature, Health Freedom Minute. Health Freedom Minute airs on the entire American Family Radio Network, with more than 150 stations nationwide, in addition to Bott Radio Network with over 80 stations nationwide. During the daily features, listeners can learn more about the agenda behind proposed health care initiatives and policies and what they can do to protect their health care choices, rights and privacy.

Brase, a public health nurse and health care freedom advocate, informs listeners of crucial health issues, such as the intrusive wellness and prevention initiatives in Obamacare, patient privacy and the need for informed consent requirements, the dangers of “evidence-based medicine” and the implications of state and federal health care reform.

Health Freedom Minute is sponsored by the Citizens’ Council for Health Freedom, a freedom-focused, patient-centered national health care organization based in St. Paul, Minn. CCHF supports patient and doctor freedom, medical innovation and the right of citizens to a confidential patient-doctor relationship.

For more information about Citizens’ Council for Health Freedom or to sign up for the weekly CCHF Health eNews, visit www.cchfreedom.org.

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For more information or to interview Twila Brase, president and co-founder of Citizens’ Council for Health Freedom, contact Deborah Hamilton, Hamilton Strategies, at dhamilton@hamiltonstrategies.com, 215-815-7716 or 610-584-1096.

Twila Brase is president and co-founder of the Citizens’ Council for Health Freedom. She has been called one of the “100 Most Powerful People in Health Care” and one of “Minnesota’s 100 Most Influential Health Care Leaders.” The Council’s efforts have stopped government-issued treatment directives, added informed consent requirements for access to patient data and defeated a proposed Health Insurance Exchange. Brase’s daily radio commentary, Health Freedom Minute, is a 60-second radio address on pressing health care issues. She has been interviewed by CNN, Fox News, Minnesota Public Radio, NBC Nightly News, NBC’s Today Show, NPR, New York Public Radio, the Associated Press, Modern Healthcare, TIME, The Wall Street Journal, The Washington Post and The Washington Times, among others.