

*****NEWS RELEASE*****

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CCHF's "NOTaMarketplace" Billboard Campaign Reveals Unelected Board with the Power to Control Health Plan Availability

Leading Health Freedom Advocacy Group Uncovers the Control Wielded by Appointed Bureaucrats that Can Impact Insurance Plan Availability

Key Points:

- **Citizens' Council for Health Freedom (CCHF)** launched a new billboard campaign that shows the Minnesota public how an unelected board of seven individuals will have wide-reaching authority to limit insurance choices.
- Under the proposed legislation, the seven-member board has the power to decide the type and number of health plans that will be available on the exchange.



ST. PAUL, M.N. – The *Citizens’ Council for Health Freedom (CCHF, www.cchfreedom.com)* launched a *new billboard campaign (www.NOTaMarketplace.com)* that helps shed light on the appointed, seven-member board of directors that will have authority, under proposed Minnesota legislation, to decide what insurance plans are available on the Minnesota exchange. As a result, Minnesotans will be at the board’s mercy when it comes to having a variety of insurance options available to choose from.

Control over available health plans is the most controversial authority the unelected exchange board wields, giving them the power to decline plan availability even if the plan meets the federal government’s essential plan requirements, based on criteria of their own choosing.

“We’re very concerned about the lack of choice that may follow with a decision to first give this seven-member, unelected board control and oversight of the exchange, and then to allow them the authority to limit the insurance choices that citizens have access to through the exchange,” said Twila Brase, President of the Citizens’ Council for Health Freedom. *“With so many employers expected to drop employee coverage or limit hours so that the exchange is the only available option to obtain insurance from, and with both individual and family premiums expected to rise significantly per year, limiting plan choice on the exchange is detrimental to all who find it necessary to purchase coverage there.”*

To inform Minnesotans about the proposed authority of the unelected, seven-member board, has erected **four billboards throughout the city of Minneapolis** pointing motorists to its new [NOTaMarketplace.com website](http://NOTaMarketplace.com). The site outlines the myths and realities of the Minnesota exchange and provides a wealth of information and resources for those wanting to educate themselves about what the Minnesota exchange legislation entails. It also provides a large amount of national information, as all state health exchanges are regulated by federal rules.

“Minnesotans must become more aware about how the proposed exchange legislation will impact their health insurance choices, both immediately and in the future,” Brase concluded. *“The legislature is debating the bill and voting on the bill today in the House and on Thursday in the Senate. Citizens must contact their legislators immediately to help ensure that the power brandished by the exchange board is limited to the fullest extent possible.”*

The *Citizens’ Council for Health Freedom* provides extensive research and resources for individuals that want to better understand the Patient Protection and Affordable Care Act – also known as PPACA– law and the potential impact on healthcare and insurance coverage. For more information, citizens can visit www.cchfreedom.org.

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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.