March 20, 2012

Single Seller Vision for Gov't Exchange

Last week, the former chief of Obama’s health “exchange” division talked about state-based government exchanges. He discussed his vision for these government websites.

He said the state “exchanges” are not just for Medicaid. They are “ultimately for a much broader swath of Americans.” He also said 10 to 15 years from now everyone will get their insurance through the government website.

He said it should be simple, like your smartphone so you don’t have to think about all the complex operations happening behind the scenes. But all that complexity is federal control operations. And we should be thinking about it.

Clearly the government “exchange” is intended to be a single seller system. The only place you’ll be able to buy health insurance. And the one place where the government can track you.