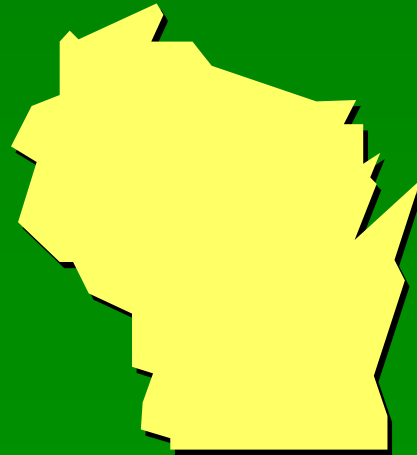

Healthy Wisconsin

Your Choice, Your Plan



A Real Solution to the Health Care Crisis is Long Overdue

- Wisconsin health care costs have risen unchecked to among the highest in the nation
- The number of uninsured in America is rising at an alarming rate, placing financial and emotional burdens on society
- Families have lost choice and control of the quality of their coverage and their ability to pay

We are Paying Too Much for Too Little Care

- Billions are wasted in private bureaucracy and insurance and hospital administration
- Insurance companies profit by covering the healthy, and denying claims to those who get sick
- Lack of coverage shifts cost on to everyone else, while denial of routine care leads to expensive emergency room visits & hospitalizations

It's wrong that people are playing by the rules and can't get health insurance

- **Half a million people are now uninsured in Wisconsin, 81,000 of which are children**
- **4 out of 5 uninsured Americans are in working families**
- **9 of 10 uninsured children have a parent who works, and in half of two parent families with uninsured children, both parents work**
- **Of the fastest growing Wisconsin industries, fewer than half currently offer health benefits**

Families have lost control

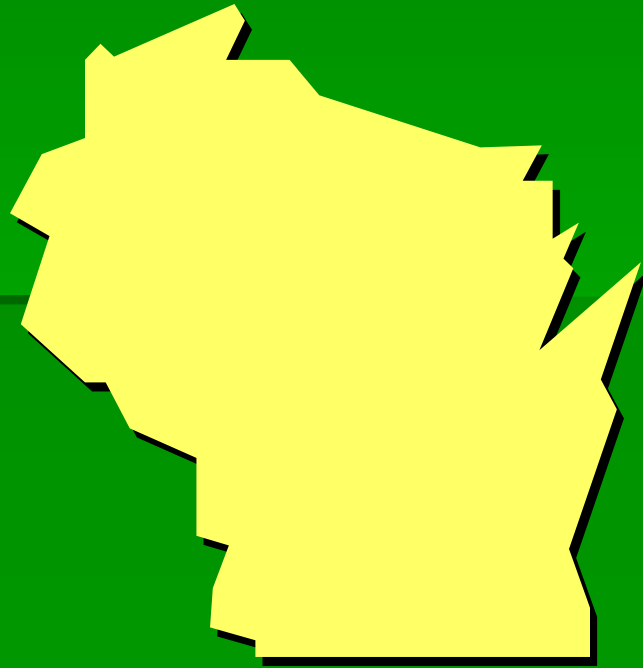
- The ranks of uninsured are increasing, while families with insurance fear it won't be there when they really need it.
- With fewer employers offering health insurance, fewer families can afford coverage on their own. And, often workers have no choice in insurance providers, meaning they have to take what they can get.
- More and more, health care decisions that ought to be between patients and doctors are being intruded upon by insurance company bureaucrats.
- Families feel the financial and emotional pinch of rising insurance premiums and lower quality plans.

It's not Fair and its not Right

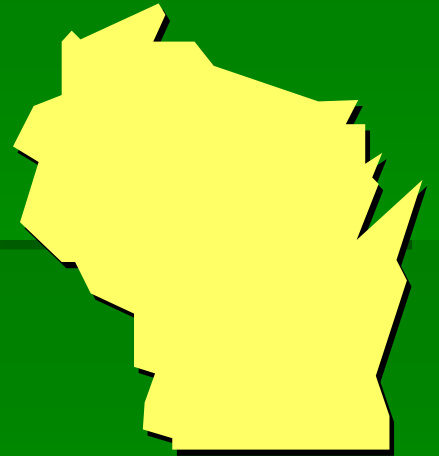
- **Enough is enough.** Insurance and drug companies are making record profits, but families are forced to pay more and more for coverage that they can't count on when they really need it.
- **It's just wrong** that skyrocketing costs and lack of reliable coverage causes Wisconsin families to lose control of vital medical decisions that ought to be between patients and doctors.
- **It stifles opportunity** when workers are forced to pass on new career opportunities because their current job is the only source of health insurance coverage for their entire family.

Healthy Wisconsin

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Healthy Wisconsin



*Healthy Wisconsin will make
Wisconsin the first state to
guarantee affordable health
insurance for every person, the
right way*

What is *Healthy Wisconsin*?

- *Healthy Wisconsin* is an affordable health care plan that guarantees everyone in the state the same standard benefits package as State Legislators
- *Healthy Wisconsin* maintains our high quality health care system, while guaranteeing a real choice of doctors and other medical providers
- You will pay for *Healthy Wisconsin* on a sliding scale, so it will be affordable and everyone will pay their fair share

You Will Have Health Care You Can Always Count on

- **You will have health care coverage if you work or live in Wisconsin, period.**
- **You won't have to worry about pre-existing conditions – you are guaranteed coverage for all medically necessary care.**

You will have health care you can always count on

- **You won't have to worry about losing your insurance if you lose your job, change careers, retire early, or start a small business.**
- **Health care coverage will be there for you and your family no matter what.**

Your Choice, Your Doctor

- You Will Chose Your Doctor and can keep the doctor you have now.
- You will have a choice of a variety of health care networks in your area, including current providers.
- No matter which network you choose, you will have the same standard benefits package as State Legislators.

Who is covered?

- You are covered under *Healthy Wisconsin* if you live or work in the state.

Who is not in *Healthy Wisconsin*?

- Federal Employees, Medicare, Medicaid, and BadgerCare participants will keep their current coverage
- People living in Wisconsin for less than 12 months and not employed except:
 - Those living here less than 12 months but working are covered
 - Pregnant women and dependent children are covered automatically and immediately

What Will it Cost Individuals?

- Individuals will pay less than they are paying now for better and more secure coverage
- Families in the middle range of income will pay \$750 less per year on average
- You will be asked to pay on a sliding scale through a reasonable payroll assessment, similar to Social Security, of 4% on monthly wages

What Will it Cost Individuals?

- It is estimated the average individual worker will pay \$100 per month, and the average household \$160 per month
- Self employed individuals, or those with income and no wages, pay 10% of income up to the Social Security wage limit
- There will be modest annual deductibles of \$300 per individual, and \$600 per family

- An individual under *Healthy Wisconsin* making \$30,000 per year would pay 4% of total household wages, or \$100 per month. This replaces current monthly premiums, and the employer can opt to pay the individual's portion of the premium.
- A family earning \$50,000 per year under *Healthy Wisconsin* would pay \$160 per month, or 4% of total household wages. This replaces current monthly premiums and can also be paid by the employers.

Additional Costs to Individuals:

- For preventive care, children, and chronic disease management, **\$0**
- For all others, **\$20** per office visit and **\$20** per ER visit
 - For ER visits which are deemed “inappropriate,” the charge will be \$60
- **\$5** for generic drugs, **\$15** for name brands, **\$40** for brand name, non-formulary drugs

What Will it Cost Employers?

- The average employer who provides health insurance will pay substantially—less than they are paying now—from 15% to 50% less
- Employers pay a reasonable payroll assessment of 10.5% per month, or about \$370 per month for the average worker
- It will be fair, because all businesses have to pay their fair share, and none get an unfair competitive advantage by not providing health care coverage.

What's covered?

- All the medical care you need plus prescription drugs
- Preventive care and wellness programs
- All medical conditions are covered, including pre-existing conditions
- Chronic disease management
- Mental health parity
- Prenatal and maternity care

What's covered?

- Hospital stays for inpatient and outpatient care
- Access to specialists for disease prevention, management, and treatment
- Preventive dental services for children
- Benefits are based on the State Employee Uniform Benefits Plan—the same plan State Legislators, the Governor, and State Judges receive

Save money, save lives— Emphasize Prevention

- Encourages doctors to work with patients with health risks before they get sick
- Encourages prevention by having no co-pays or deductibles for preventive care
- The Lewin Group, which did a full actuarial analysis of *Healthy Wisconsin*, estimates that this emphasis on primary care will **save \$565 million a year**

Save money, save lives— Streamline the system

- *Healthy Wisconsin* uses central purchasing of prescription drugs, which the Lewin Group estimates will **save \$178 million a year**
- The Lewin Group estimates it will **save \$1.6 billion in insurance administration, and \$400 million in doctor's office and hospital administration**
- Finally, the plan encourages provider networks to compete on cost and quality, further reducing cost.

Save money, save lives— Use Market Forces

- In *Healthy Wisconsin*, there are powerful incentives for health networks to provide higher quality care at the lowest possible cost because more patients will chose their plans
- This incentive will encourage them to emphasize prevention and good disease management to lower costs and improve outcomes
- Stanford Economist Alain Enthoven estimated that 30% of current costs on doctor visits, prescriptions, tests, and procedures do not go to improve a patient's health, and that money can be saved if the efficiency incentives are done right (*Milwaukee Journal Sentinel*, 7-16-07)

Long Term Savings are Very Large

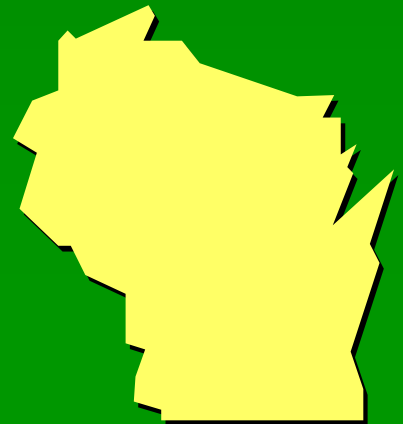
When all savings are taken into account, the Lewin Group estimates ***Healthy Wisconsin*** will save \$13.8 billion of the next 10 years

How will it be run?

- A Board of Directors will run the plan through a non-profit corporation
 - 16 members from all corners of Wisconsin: Business, Labor, Farmers, Teachers, Self-Employed, Small Business owners, and health care consumers
 - An Advisory Committee of medical professionals will help the Board run the plan

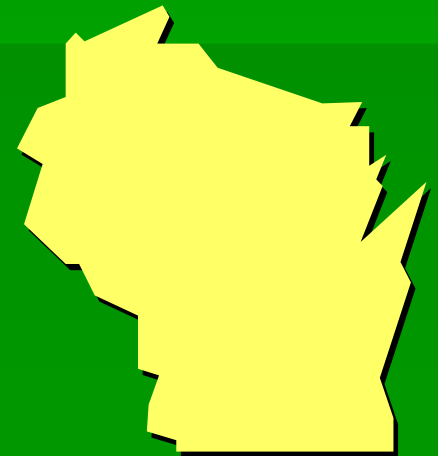
Healthy Wisconsin Will Make Wisconsin A National Leader Again

- **Families USA**, a highly respected health care policy research organization, called it “ground breaking” and “visionary” and predicted that it “will set a precedent for other states looking to improve health care coverage and contain health care costs” (7-12-07).



Healthy Wisconsin Will Make Wisconsin A National Leader Again

- **The Progressive States Network** called it “hands down the boldest and most comprehensive health care reform that we’ve seen from any state” (6-27-07).



Healthy Wisconsin Will Make Wisconsin A National Leader Again

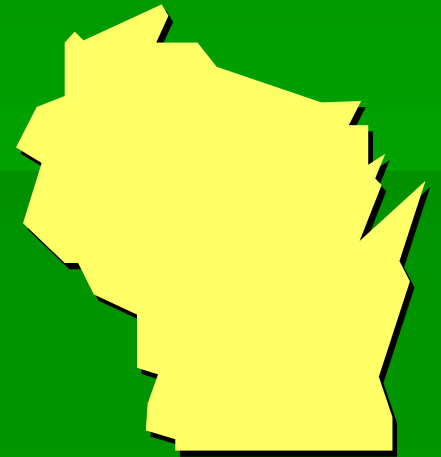
- “Healthy Wisconsin ends today’s massive cost shift. Now, some individuals and employers ride free, thus shifting their health costs onto other individuals and employers. This creates a distorted, “un-level” playing field in the market, making it tough for companies with good benefits--the victims of this huge cost-shift--to remain competitive. Healthy Wisconsin insists that everyone pay a fair share.” (7-16-07)
 - Stanford Economist Alain Enthoven and Wisconsin Health Project Director David Riemer

It's Time for the Legislature to Act

- **The Legislature has stood by and watched health care costs spiral out of control for years and has taken no meaningful action.**
- **State Legislators, our employees, have had access to quality health care similar to the Healthy Wisconsin proposal for years. It's about time that they extend the same benefits to everyone else.**
- **Now that the Senate has passed the best health care reform proposal in the country, it's time for the Assembly to finish the job.**

Where can I learn more?

- Healthy Wisconsin Website:
www.healthywisconsin.net
- One Wisconsin Now: www.onewisconsinnow.org
- Citizen Action Healthy Wisconsin Resource Center: www.citizenactionwi.org
- Wisconsin AFL-CIO: www.wisafICIO.org
- Coalition for Wisconsin Health:
www.wisconsinhealth.org
- Wisconsin Health Project:
www.wisconsinhealthproject.org
- AARP: www.aarp.org
- Senate Democrats:
<http://www.legis.wi.gov/senate/sdc/>



FAQs

- **I heard this is the largest tax increase in state history?**
 - NO! The fees paid by employers and employees will replace the fees they currently pay for health insurance premiums, which continue to rise at double-digit levels. Instead of paying what you pay now, you pay an assessment based on your Social Security wages. And, your employer can pay the cost of your share of the premium. Middle income families will pay on average \$750 less per year for much better coverage that will always be there when they need it.

FAQs

- **Is this a government takeover, or socialized medicine?**
 - No, *Healthy Wisconsin* does not change our first-rate network of health care providers. You will still receive the care from the same private doctors, clinics, and hospitals while controlling costs at the same time. The plan changes the way we pay for access to the health care system, dramatically reducing costs while guaranteeing access and choice.
 - The role of government is to create rules that will protect average people. *Healthy Wisconsin* protects your family's health and well-being.

FAQs

- **I heard this was done “in secret” with no public input – is that true?**
 - NO! This plan was created with the input of thousands of Wisconsinites, through town hall meetings like this one, legislative hearings, and one-on-one conversations about how health care costs impact our daily lives. Since last fall alone, over 100 public forums were held statewide to talk about health care reform and get input from hardworking Wisconsin families, and legislators have received hundreds of letters and phone calls asking for help!

FAQs

- **My benefits at my current employer are very good. Would *Healthy Wisconsin* change that?**
 - *Healthy Wisconsin* is designed to provide everyone with the same standard benefits package as State Legislators. If your employer or your Union offers more than this package, Unions may bargain, or employers may offer to pay, any part of the employee's co-pays or payroll assessment, as well as provide additional benefits (such as vision and dental).

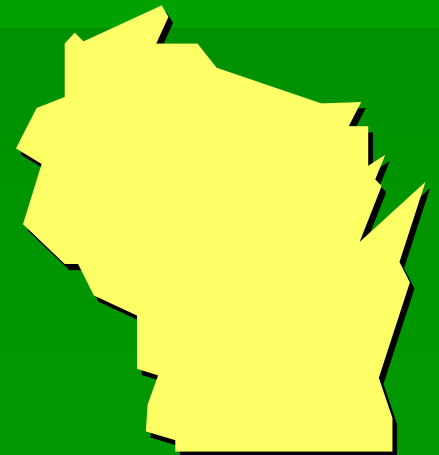
FAQs

■ **Won't this hurt small business?**

- No, it helps small business by lowering their health care costs. It is estimated that small businesses who provide health insurance will pay \$1,535 less per worker
- For those who do not provide coverage now, most would like to cover themselves and their workers but can't afford today's astronomical health insurance costs
- The plan creates a fair playing field where all small businesses pay the same percentage and can better compete with their larger counterparts
- Access to health care will also encourage more people to go open small businesses

Where can I learn more?

- Healthy Wisconsin Website:
www.healthywisconsin.net
- One Wisconsin Now: www.onewisconsinnow.org
- Citizen Action Healthy Wisconsin Resource Center: www.citizenactionwi.org
- Coalition for Wisconsin Health: www.wisconsinhealth.org
- Wisconsin AFL-CIO: www.wisaficio.org
- Wisconsin Health Project: www.wisconsinhealthproject.org
- AARP: www.aarp.org
- Senate Democrats:
<http://www.legis.wi.gov/senate/sdc/>



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