

Dear Colleagues,

Please see the [State Sign-on Letter for state advocates regarding HHS's proposed regulations on Health Insurance Exchanges](#) (also available at: [http://www.cbpp.org/files/State-Advocate-Letter-on-Proposed-HHS-Exchange-Regulations-\(September-2011\).pdf](http://www.cbpp.org/files/State-Advocate-Letter-on-Proposed-HHS-Exchange-Regulations-(September-2011).pdf)). The regulations were released in July, and public comments are due to HHS on September 28, 2011.

Because exchange implementation is largely dependent upon federal standards that guide state decisions, state advocates are a critical component to the dialogue at the federal level. Many state and national partners helped develop this letter to highlight some of the most pressing recommendations to HHS to ensure that consumer-centered exchanges are developed in each state and the District of Columbia. We invite groups to sign on by COB Monday, September 26<sup>th</sup>, 2011.

[Click here to sign your group onto the letter](#) (or you can visit: [https://docs.google.com/spreadsheet/viewform?hl=en\\_US&pli=1&formkey=dEE1QUpHV1JrbDQ3dVIGODVyNm1TNnc6MQ#gid=0](https://docs.google.com/spreadsheet/viewform?hl=en_US&pli=1&formkey=dEE1QUpHV1JrbDQ3dVIGODVyNm1TNnc6MQ#gid=0)).

\*note: even if your organization plans on submitting its own, unique set of recommendations, we welcome you to sign onto this letter to show HHS the broad and extensive support for consumer-centered principles.

More information regarding the purpose and scope of the letter are included below. If you have any questions, please feel free to contact Dave Chandra at the Center on Budget and Policy Priorities ([chandra@cbpp.org](mailto:chandra@cbpp.org)).

We appreciate all of your advocacy on behalf of the many populations who stand to benefit from robust, consumer-centered exchange implementation!

Sincerely,

Dave Chandra  
Senior Policy Analyst  
Center on Budget and Policy Priorities  
820 1<sup>st</sup> St. NE, Suite 510  
Washington, DC 20002  
(202) 408-1080 x817

[Background on state sign on letter](#)

HHS published proposed rules regarding Health Insurance Exchanges in July, inviting public comments until September 28, 2011. While many sections are positive, there are

several areas that require significant enhancement to ensure that exchanges meet the complex needs of all consumers.

Many national organization national groups have partnered to develop comprehensive comments to these regulations (if your organization is interested in receiving this comprehensive draft as a guide for your unique comments, please let us know). In addition, this state sign on letter was created for 1) state advocacy organizations that are not able to submit individual comments can sign on to support these priority areas, and 2) state groups that DO submit separate comments, but are interested in adding to the list of the many groups in all states that support consumer-centered exchange standards.

The letter, developed with input from many national and state health advocacy organizations, articulates a few key recommendations to HHS addressing:

1. Exchange Governance and Conflict of Interest
2. Federal-State Partnerships in a Federally-facilitated Exchange
3. Effective Federal Standards for Exchange Operations

As state advocates on the front lines of linking people to coverage, you are the best voice to stress upon HHS the importance of strong federal standards to ensure that Exchanges are implemented effectively in every state and the District of Columbia.