



Great Start

Daniel Odorizzi, TAHU President



We had a fantastic first meeting of the year last week! Chris Shoffner, Vice President of Practice Development at Direct Pay Health gave a great presentation entitled, "Changing the way we pay for Healthcare." During the meeting, Chris, along with Dr. BJ Lawson and Dr. Joe Jenkins, stressed the fact that our healthcare delivery model is in desperate need of repair. Their solution is an innovative approach focused on primary care physicians. By changing the compensation model for

primary care physicians they suggested that: The doctor patient relationship could be restored, encounter times would increase thereby increasing quality of care, associated costs would decrease due to less administrative overhead, there would be better healthcare access for the uninsured/underinsured, and pricing transparency would be provided. They have decided to make Raleigh-Durham their primary focus as they move forward with practice development. If you are interested in learning more about their company please visit their website at www.directpayhealth.com.

During the meeting Teri Gutierrez, Vice-President of NCAHU, swore in our new officers. I would like to take a minute to recognize our new board and thank them for their dedication to this association. Immediate Past-President: Liz Gallops, President-Elect: Rebecca McCabe, Vice-President: Jason Dewar, Treasurer: Henry Stewart, Secretary: Mary Henson, Awards Chair: Christina Sycks, Communications Chair: Cris Moffitt, Law & Legislative Chair: Jill Denton, Media Relations Chair: Donna Hewitt, and Website Chair: Tony Gutierrez. Without the time and effort of these individuals our chapter would be at a loss. Thank you all for your energy and hard work!

Please mark your calendars for next month's meeting which will be held at noon on October 11th at the Brier Creek Country Club. BCBS NC will be our host and Teri Gutierrez will give a presentation on a topic that is very important to all of us, Health Benefit Exchanges. Teri has been an integral part of developing the exchange program in NC and her insight into the process and product will be invaluable. You really don't want to miss this meeting. Please go to our website at www.nctahu.org to register.

Until next month,
Dan Odorizzi

TAHU Financial Reports Available On-line

You can see TAHU financial reports anytime at: <https://accounting.quickbooks.com>

Username: **tahumembership**
Password: **triangle**

Next Lunch Meeting

When: Oct. 11th
Where: Brier Creek Country Club

What is Op-Ed?

Donna Hewitt, Media Relations



By crafting a fiery opinion on a hot topic, which must be supported by facts to make your case, you establish your presence in

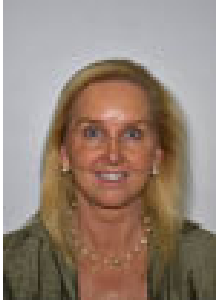
the community, and can gain publicity for your business. That said, it's important to pick a sizzling subject but not one likely to be so controversial that it alienates you. There are plenty of good causes to get behind; pick one of those.

An op-ed is not an essay, something that slowly unrolls like a carpet, building momentum to some point or conclusion. It's quite the opposite. In an op-ed, you essentially state your conclusion first. You make your strongest point up front, then spend the rest of the op-ed making your case, or back-filling with the facts. Done right, it's persuasive writing at its best. You can help your business win converts, gain high-quality publicity, and you will be reaching an elite audience of opinion-makers (potential customers) who regularly read the op-ed pages. -Donna



Legislative Update– Healthcare Reform

Jill Walker Denton, TAHU Law and Legislative Chair



District court Judge Christopher Conner, presiding in Harrisburg, Pa., ruled Tuesday that PPACA's individual mandate that requires those who don't have health care insurance to buy it "cannot withstand constitutional scrutiny."

Conner is the third federal judge to overturn the law in part or in whole, saying of the passage of the Patient Protection and Affordable Care Act:

"The federal government ... is one of limited enumerated powers, and Congress' efforts to remedy the ailing health care and health insurance markets must fit squarely within the boundaries of those powers," Conner wrote in his 52-page decision. The insistence that the individual mandate is authorized by the Constitution's Commerce Clause was rejected by Conner, saying that making the mandate a "constitutional blessing, would effectively sanction Congress' exercise of police power under the auspices of the Commerce Clause."

"The power to regulate interstate commerce," noted Conner, "does not subsume the power to dictate a lifetime financial commitment to health insurance coverage."

Unlike Florida U.S. District Court Judge Roger Vinson, who in January ruled the entire legislation void because "the individual mandate is unconstitutional and not severable," Conner did not declare the whole law to be a breach of constitutional limits. He did rule that if the individual mandate is to be removed from the legislation as an unconstitutional requirement, the guaranteed issue and pre-existing conditions health insurance provisions also must be severed because the individual mandate "functions as a partial funding mechanism."

Without the individual mandate, Conner wrote, "or some other source of subsidy, enforcement of these guaranteed issue and pre-existing conditions provisions will likely drive insurers from the market, threatening the stability of the health insurance market."

Will the Supreme Court have to decide? While many hope Congress will repeal the law, others believe there is a good chance its key provision--that all citizens purchase federally approved health insurance--will be declared unconstitutional by the Supreme Court.

The Sixth Circuit was the first of several appeals courts to rule on the validity of Obamacare's mandate. At least two other appeals courts will issue decisions over the next several months, with a likely U.S. Supreme Court hearing next year and a decision by June 2012.

Scholars expect a 5–4 decision, with Justice Anthony Kennedy the deciding vote. Courts are reluctant to overturn major legislation enacted by Congress. The Supreme Court will likely look at public opinion in weighing their decision. If the law is still unpopular, it will be much easier for them to decide that the individual mandate is unconstitutional. But if the country seems to have settled into acceptance, they could easily let the legislation stand.

Speakers for the New Year

Jason Dewar– TAHU Vice President



We are so excited to have Teri Gutierrez coming to share her insights on exchanges and how they may play out in North Carolina. This is a valuable topic that we should all learn from and hope you all will join us. As we prepare for the new year and think about speakers and topics, please share any ideas you have on what would be helpful to discuss and also WHO you would like to have as speakers. We always covet your input as your board.

You can contact me directly at: JasonDewar@thecasongroup.com. Thanks so much!

Just one!

Liz Gutierrez Gallops, HUPAC Chair & Former TAHU President



Why give to multiple national campaigns when you can give to just one. If you are a registered voter, you have probably already received a call from your respective party asking for campaign contributions. Rather than dealing with multiple campaigns, primaries, house versus senate, etc; you can consolidate your giving into one place.

The NAHU political action committee (HUPAC) does all the work for you. They research and vet all the candidates and determine which have the greatest influence on policy related to the health insurance industry. They also determine who appreciates and works to preserve the valuable role you play as an agent/broker.

When you channel your contribution dollars through HUPAC you are combining your resources with the resources of hundreds of other NAHU members. The combined effort makes for a stronger voice in Washington.

If you are not currently giving to HUPAC, I encourage you to move your campaign contributions to HUPAC. www.hupac.org

Comments? Suggestions?

Cris Moffitt, TAHU Communications Chair



Interested in writing a guest article? Suggestions, questions or comments? Shoot me a message and we will make every effort to address your concern/idea. -Cris

