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**National Health Insurance Exchange Leader Outlines Architecture and Design Issues in the Development of State Health Insurance Exchanges**

*President of CHOICE Administrators Exchange Solutions  
Among Keynote Speakers at World Congress on Health Insurance Exchanges*

(ORANGE, CA – September 23, 2011) — A national leader on the topic of state-sponsored health insurance exchanges this week laid out the potential architecture and design issues health plans should consider when looking at participating in the evolving health exchange marketplace.

“There are many complexities and issues for health plans to consider including product and network innovation, distribution and marketing effectiveness, and opportunities to enhance administrative efficiency,” said Kevin Counihan, president of [CHOICE Administrators Exchange Solutions](#). “Plans should also consider the regulatory and political environment in each state along with the organizational model of the exchange itself before they decide whether or not to participate. And, of course, this should all be driven by how entrance into a state-run exchange can complement a plan’s own business objectives.”

Counihan made his remarks before the Health Care Reform Congress on Health Insurance Exchanges held September 19-20 in Arlington, Virginia. The conference provided a forum for national healthcare leaders and congressional policy experts to discuss the present and future ramifications of healthcare reform.

The thoughts Counihan put forward are based on road-tested “lessons from the field.” For the past 15 years, *CHOICE* Administrators has been operating the nation’s most mature [small-group private health insurance exchange](#), *CaliforniaChoice*, which currently serves 10,000 employers and 150,000 members. In addition, Counihan previously served as the chief marketing officer for the Commonwealth of Massachusetts Health Insurance Connector Authority, where he helped procure, organize and manage the nation’s first state-sponsored health insurance exchange for individuals and small businesses.

*(More)*

## **CHOICE Administrators/Counihan Keynote Speaker**

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A key part of the Patient Protection and Affordable Care Act (PPACA) is the requirement that every state establishes a health insurance exchange by January 1, 2014, or default to a federal fallback program. These exchanges will create an online one-stop shopping mall, where consumers can review competing health insurance plans side by side and compare benefits, costs, provider networks and other features. The Congressional Budget Office estimates eight million people will use the exchanges in 2014, with participation tripling by 2018.

*CHOICE* Administrators Exchange Solutions is a division of *CHOICE* Administrators, the nation's leader in developing and administering health insurance exchanges. Currently serving more than 10,000 employers and more than 150,000 members, *CHOICE* Administrators is part of The Word & Brown Companies, the nation's leading developer and administrator of consumer-choice exchange models. Among the exchanges currently operated by *CHOICE* Administrators are the California*Choice*<sup>®</sup> small group (2-50 employees) and mid-market (51-199 employees) private exchanges; HSA California; Choice Builder, the nation's first ancillary benefit exchange; and Quotit, one of the nation's largest individual/family proposal and online enrollment systems that generated nearly 50 million individual health quotes in 2010. Other *CHOICE* Administrators products include Kaiser Permanente Choice Solution and Contractors' Choice. Further information is available at [www.choiceadmin.com/exchanges](http://www.choiceadmin.com/exchanges).

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