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October 25, 2012

William W. Deal  
Director  
Idaho Department of Insurance  
700 West State Street  
3<sup>rd</sup> Floor  
Boise, ID 83720

Senator John Goedde  
Representative John Rusche  
Representative Lynn Luker  
Zelda Geyer-Sylvia, Blue Cross of Idaho  
Scott Kreiling, Regence Blue Shield of Idaho  
Dave Self, Pacific Source Health Plans  
Tom Shores, Idaho Association of Health Underwriters  
Kevin Settles, Bardenay Restaurants & Distilleries  
Dr. John Livingston, Treasure Valley Hospital  
Alex LeBeau, Idaho Association of Commerce & Industry  
Wayne Hoffman, Idaho Freedom Foundation  
John Watts, Idaho Chamber Alliance

Dear Director Deal and members of the Health Insurance Exchange Working Group,

With the approaching deadline presented by the Patient Protection and Affordable Care Act, the Idaho Health Exchange Alliance, a growing number of Idaho businesses and individuals, sees an important opportunity for Idaho to take control of its health insurance destiny.

We, the members of the Idaho Health Exchange Alliance, see a state-based health insurance exchange Idaho's best opportunity to control costs, maintain Idaho jobs and keep the control of this important function in the hands of Idahoans, who are best positioned to help administer such an exchange.

The Idaho Health Exchange Alliance is grateful for growing support. Our coalition includes businesses and individuals, health care providers and insurance brokers as well

as industrial leaders and community pillars. Our members encourage you to support the creation of a state-based health insurance exchange. Such a strategy is far superior to ceding design and control of something as important as health insurance to the federal government.

The Alliance now boasts 308 members. Since our group launched formally on October 16, 179 new members have signed on demonstrating support for a state based exchange. We are united because we believe a state-based health insurance exchange will offer Idaho more job security, better control over health insurance costs and local control over decisions made on Idaho's behalf.

We appreciate the Governor's commitment to a thorough and deliberate process and the months of exploration and hours of discussion you have put into this important decision. Idaho is well served by your commitment.

As you approach your final decision about a state health insurance exchange, we, the members of the Idaho Health Exchange Alliance ask for your support of a state solution.

Thank you for your attention to this important issue. We appreciate your efforts.

Sincerely,  
Members of the Idaho Health Exchange Alliance

**Business Members:**

ABLE Health and Life Insurance  
Ada County Medical Society  
Aim Insurance Solutions LLC  
Allegis Benefits Group  
American Cancer Society Cancer Action  
Network  
American Heart Association  
American Insurance Service  
Anderson Health Services Inc.  
Apex Insurance Benefits LLC  
Archibald Insurance Center  
Association Management Group  
Ataraxis  
Ballard Insurance Group  
Bell Black Insurance  
Blaisdell Dental Center  
Blue Cross of Idaho  
Boise Metro Chamber of Commerce  
Bowen Group  
Brauner Insurance Services  
Brown Insurance Agency  
Burkhardt Consulting, LLC

Camas Prairie Insurance  
Cameron & Seamons, Inc.  
Capital Financial Solutions, LLC  
Chandler Agency Inc.  
Christensen & Associates Insurance  
Clear Springs Foods, Inc.  
Community Care Pocatello, PLLC  
Contractors Northwest  
Coonse Well Drilling & Pump Co., Inc.  
Dahlinger & Company Insurance  
Darrald Bean Insurance  
Davies Insurance Services, Inc.  
Debbie Lattin Insurance  
Design Benefits  
E Health App  
East Idaho Insurance  
Excalibur Auto Body Repair Inc.  
EZR Insurance  
Family Solutions Network, Inc.  
Fidelity Associates  
Financial Brokerage Services  
Forced Air Systems, Inc.  
Garnand Marketing, LLC  
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GPOD of Idaho  
Griffeth Financial Services  
Group Northwest, Inc.  
Hall and Associates  
Hartley Insurance  
Helbling Employee Benefit Consulting Inc.  
High Plans Propane, LLC  
Horner West Insurance  
Hruza Insurance Agency  
HUB International Insurance  
Idaho Academy of Family Physicians  
Idaho Association of Commerce and Industry  
Idaho Association of Health Plans  
Idaho Association of Health Underwriters  
Idaho Cooperation Council, Inc.  
Idaho Falls Chiropractic Clinic, PLCC  
Idaho Forest Group  
Idaho Hospital Association  
Idaho Insurance Agency  
Idaho Medical Association  
Idaho Mining Association  
Implant & General Dentistry of Idaho

Inland Northwest Consultants, Inc.  
Insurance Benefits, Inc.  
Insurance NW  
Insure Bear Lake, Inc.  
Insur-Mart LLC  
Insurers of Idaho  
Intermountain Agency  
Intermountain Financial Group  
Intermountain MLS  
Ireland & Associates Insurance  
ISIS Financial LLC  
Jeffery R. Roth, DMD Dental Studio  
Jeff Wheeler Insurance  
JK & BK Insurance  
Kruse Insurance, Inc.  
Leavitt Group Benefit Services of Boise  
Lewiston Orchards Irrigation District  
Lyda Insurance  
Macek Consulting LLC  
Madison Roofing  
Magic Valley Insurance, Inc.  
Majestic Auto Body and Glass  
Marsh & Associates  
Marsh Health Solutions  
Maughan Enterprises, Inc.  
Mercer  
Michael's Automotive Services Inc.  
Midtowne Insurance Agency  
Moreton & Company  
M.S. Administrative Services, Inc.  
Myriad Benefits, LLC  
NAIFA-Idaho  
Nampa Smiles  
Naylor Insurance Inc.  
Neighbors Insurance  
Northwest Food Processors Association  
Offices Group Benefit, LLC  
Oldwave, Inc.  
Oppenheimer Companies Inc.  
Orton Insurance  
Pacific Crest Insurance, Coeur d'Alene  
Pacific Source Health Plans  
Personal Touch Insurance & Benefits, LLC  
Premier Insurance  
Regence Blue Shield of Idaho  
Rock Creek Canyon Ranch, Inc.

Saint Alphonsus Health System  
Schiffler & Fiala Insurance  
Scott Leavitt Insurance & Financial Services  
Security Insurance Services  
Semons Financial Group  
Sharp Insurance LLC  
Shores Insurance  
Stacy Rindlisbaker Insurance Agency Inc.  
Steve Smith Insurance  
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The Hartwell Corporation  
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Tierney Consulting, Inc.  
Tim Jeneson Insurance  
Total Benefit Solutions  
Treasure Valley Health Insurance  
Troy Insurance Agency, Inc.  
Twin Falls Canal Company  
Twin Peaks Ranch Inc.  
University Financial Group  
Valley Insurance Center, Inc.  
Waldo Agencies, Inc.  
Wells Fargo Insurance Services USA Inc.  
Western Benefit Solutions  
Wrangler Insurance

**Individual Members:**

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Ryan Anderson, Idaho Falls  
Travis Argyle, Idaho Falls  
Chris Axenty, Blackfoot  
Rudey Ballard, Rexburg  
Kathy Barnes, Caldwell  
Rhonda Bartholomew, Jerome  
Todd Bateman, Chubbuck  
Brian J. Bell, Rexburg  
David S. Bell, Rexburg  
Dawn Best, Mountain Home  
Thomas A. Black, Rexburg  
John D. Blaisdell, DDS, Caldwell

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Darron Branson, Naples  
Teresa Callison, Blackfoot  
Joyce Carlson, Meridian  
Patrick Casabonne, Boise  
Pete Cavender, Boise  
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Greg Chapin, Idaho Falls  
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Stephen Cilley, Boise  
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Kim Keller, DDS, Nampa  
Darrel Kepler, Blackfoot

Kandace Kepler, Blackfoot  
Lance Kolbet, Pocatello  
Donald Krupp, Athol  
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Scott Leavitt, Boise  
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Kelly Madison, Garden City  
Ray MacDonald, Caldwell  
George L. MacDowell, Lewiston  
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Mira Marsh, Meridian  
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Kelvin Martin, Twin Falls  
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David Wilcox, Twin Falls  
Pat Wilde, Eagle  
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Jennifer Woodbury, Meridian  
Mark Woodworth, Hayden

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