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### **Idaho Health Exchange Alliance Thanks Governor Otter**

*Idaho Governor's Decision Paves the way for state-based health insurance exchange*

BOISE – December 11, 2012 – The Idaho Health Exchange Alliance today applauded Governor C.L. “Butch” Otter's decision to endorse a state-based exchange, pending approval by the Idaho Legislature.

“We're very grateful that Governor Otter has shown Idaho the way forward on this issue,” said Heidi Low, executive director of the Idaho Health Exchange Alliance. “A state-based exchange will help Idaho have more control over Idaho's health insurance costs and keep Idaho in the driver's seat on health insurance issues.”

The Idaho Health Exchange Alliance is a statewide coalition of more than 400 businesses, individuals and trade associations gathered to advocate for the creation of a state-based health insurance exchange. A health insurance exchange is an online marketplace where customers can compare and purchase health insurance in one venue.

According to the Patient Protection and Affordable Care Act, states that choose not to build their own exchange will have one instituted for them by the federal government. After months of research, a working group established by Gov. Otter voted 10-2 in October to recommend that Idaho form its own health insurance exchange. Today Otter endorsed their conclusion that a state-based exchange, run by Idahoans, would do a better job of managing this function than the federal government.

“The governor's decision today allows Idaho to be actively engaged in making the best possible choices on behalf of its citizens,” Low said. “The Idaho Health Exchange Alliance appreciates his commitment to doing what is best for Idaho.”

The Idaho Health Exchange Alliance was formed out of the belief that Idaho is best served by a state-based exchange, one built by and managed for Idahoans, not a one-size-fits-all exchange that would be installed by the federal government.

For more information on the Idaho Health Exchange Alliance or to join the group, please visit [www.keepitinidaho.com](http://www.keepitinidaho.com)

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