

April 28, 2024

To: Harold R. Gordon Memorial Award Committee  
From: David Fear Sr., Alan Katz and John Nelson  
Re: **Nomination of Peter Lee**

As the award plaque states, the Harold R. Gordon Memorial Award “is given to the person whose record of service to the industry during the year, or for a sustained period of time, merits beyond-the-ordinary recognition.” We believe Peter V. Lee is such an individual. While he may not be a member of NABIP, his career and accomplishments exemplify what the association and this award stands for.

Peter is the immediate past Executive Director of Covered California, where he oversaw all aspects of the largest state-run individual marketplace in the nation from its inception in 2011 to 2022. As the founding Executive Director of the exchange he navigated the political, social and economic issues that impacted the formation not just of Covered California, but of all Affordable Care Act marketplaces. Peter did a masterful job of this.

At the time of their formation, many in government, academia, and the non-profit world believed ACA exchanges should replace independent agents. Peter disagreed. He eloquently articulated the value independent agents bring to America’s health care coverage system. He assured that agents served on the various committees advising staff in creating Covered California – and ensured their perspective was heard and considered. Peter went further, supporting NABIP local chapters and speaking at several agent events.

As founding Executive Director of Covered California, Peter participated in numerous hearings, conferences and discussions wrestling with how to launch ACA marketplaces. In all these forums, Peter consistently and influentially advocated for the role of agents in the exchanges. In addition, his leadership of Covered California resulted in it being one of the most competitive health care coverage marketplaces in the country, resulting in the state having one of the nation’s lowest uninsured rates.

Peter significantly contributed to our industry before taking the helm of Covered California. He served in the Obama Administration at the Centers for Medicare and Medicaid Services, where he helped establish the Center for Medicare and Medicaid Innovation (CMMI) and was the Director of Delivery System Reform for the Office of Health Reform for the Health and Human Services agency, where he coordinated delivery reform efforts and preparation of the National Quality Strategy.

Prior to joining the Obama Administration, Peter led the Pacific Business Group on Health (PBGH), served as the Executive Director of the Center for Health Care Rights, a consumer advocacy organization based in Los Angeles where he established the Health Rights Hotline, and was the Director of Programs for the National AIDS Network.

Peter currently serves as a Senior Scholar with Stanford University’s Clinical Excellence Research Center (CERC), In this role, he works with Stanford and other CERC-affiliated

academic and health care organizations across the nation to distill and disseminate innovations aimed at lowering the cost of clinically excellent care. His focus is on translating research findings by CERC and other sources into public and private sector actions that improve the value of health care in the United States.

Peter has demonstrated a sustained commitment to addressing the challenges of access to affordable health care in the United States. His advocacy on behalf of independent agents took political courage. His effectiveness was considerable. As past presidents, previous Gordon recipients, and long-time NABIP members, we enthusiastically nominate Peter Lee for the Harold R. Gordon Memorial Award.