

## Memo in support of Peter Lee for Gordon Award Recipient

Peter Lee has been a great advocate of making sure that every Californian has health care coverage, and has been driving that concept for decades, both at the California State level, as well as federally.

I was part of some of the early experiences with State level exchanges on the group side since the 1990's in California, and knew of Peter as a driver of the concept of setting a level playing field, and letting consumers decide on cost and quality of care – some of the first efforts to drive transparency into the health care delivery systems. With the advent of the affordable care act, and Peter's appointment as the chief of that program, I began to work much more closely with him and his organization as the California State legislative chair in the run up to the affordable care act implementation date, and then as California state president during the first year of the ACA.

First, Peter was clear that California's version of the ACA was to be an active purchaser, which would negotiate with carriers for the best rate, but also to ensure that rates both in and out of the exchange would be the same – so there would be no cherry picking. Agents would also participate both in and out of the exchange – so there would be no driving of consumers to one or the other. This created a robust competition in the marketplace where carriers started to enter the market, and not leave.

Peter understood the agent's value and was an advocate for us. I spent a week on a statewide bus tour during my Presidency with the folks at Covered California, including Peter, holding press conferences and generating outreach about the programs. Agents were always included in the events, asked to help and ensured that we were valued. Over the course of the implementation and roll out of the new program, it was clear that agents would be driving most of the enrollment in both the Exchange as well as in the expanded Medi-Cal population, and Peter was always supportive of our efforts.

Peter has been a key reason why California now can claim that all California have access to affordable, quality health care coverage. I am proud to have been part of that process with him, and he deserves certainly our recognition of that as the Health Insurance person of the year.

Sincerely



Patrick Burns

CAHU President – 2014 – 2015