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NABIP Launches "Brokers Making a Difference" Campaign to Highlight the Essential Role of Licensed Agents

Washington, D.C. – The National Association of Benefits and Insurance Professionals (NABIP) is proud to announce the launch of its "Brokers Making a Difference" campaign. This initiative highlights brokers as healthcare superheroes, serving millions of Americans by connecting them to the right healthcare coverage at the right price, while promoting NABIP's "Find an Agent" tool to help consumers access expert assistance.

NABIP brokers serve as a "blanket of coverage" for healthcare consumers—protecting families, seniors, and businesses by providing clarity, compassion, and peace of mind in the complex world of healthcare insurance. With tailored guidance, brokers ensure individuals receive coverage that meets their needs, keeping them safe and secure in an evolving marketplace.

"NABIP members are healthcare advocates and trusted allies," said NABIP CEO Jessica Brooks-Woods. "Our brokers play an invaluable role in guiding Americans through the challenges of selecting healthcare coverage. This campaign amplifies their voice, counters misinformation, and strengthens public understanding of the critical support brokers provide."

"Through this initiative, NABIP reinforces membership as a mark of excellence," added Brooks-Woods. "NABIP brokers are committed to delivering transparency and unwavering dedication to their clients, ensuring healthcare decisions are made with confidence."

This campaign is a natural extension of NABIP's [Healthcare Bill of Rights](#), which outlines the fundamental rights every American should have in accessing affordable, high-quality healthcare. These principles—such as affordable care, health equity, and individual autonomy—are the cornerstone of NABIP's mission and advocacy efforts.

Together, the "Brokers Making a Difference" campaign and the Healthcare Bill of Rights underscore NABIP's commitment to empowering consumers and fostering a more equitable, compassionate healthcare system.

For more information and to connect with a local licensed agent, visit NABIP's [Find an Agent tool](#).

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NABIP is the preeminent organization for health insurance and employee benefits professionals, working diligently to ensure all Americans have access to high-quality, affordable healthcare and related benefits. NABIP represents and provides professional development opportunities for more than 100,000 licensed health insurance agents, brokers, general agents, consultants, and benefit professionals through more than 200 chapters across America.