

BCBSA Applauds Chairman Baucus' 'Thoughtful Leadership'
White Paper Builds Foundation for Bipartisan Healthcare Reform

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WASHINGTON – Scott P. Serota, President and Chief Executive Officer of the Blue Cross and Blue Shield Association (BCBSA), released the following statement regarding Senate Finance Committee Chair Max Baucus' (D-Mont.) new white paper, "Call to Action: Health Reform 2009":

"BCBSA commends Chairman Baucus for his thoughtful leadership in laying the foundation for comprehensive healthcare reform in the 111th Congress. We share Chairman Baucus' goal of providing universal, affordable healthcare coverage and look forward to reviewing his proposal in greater detail.

"Our Pathway to Covering America proposal – a comprehensive plan that builds on the employer-based system to improve quality, rein in costs and expand coverage to everyone – aligns with many of Chairman Baucus' proposed solutions. We applaud Chairman Baucus for having an open dialogue with stakeholders – including BCBSA – and for holding a series of informative hearings that lay the groundwork for bipartisan action.

"As part of any health reform proposal, we believe that the emphasis must remain on changing the incentives in the delivery system to advance the best possible care and promoting healthy lifestyles to prevent illness and manage disease. We also support Chairman Baucus' desire to create a new comparative effectiveness institute, which will promote evidence-based medicine and improve health outcomes by giving us more information on what works.

"For more than 80 years, BCBSA and the 39 Blue Cross and Blue Shield companies have demonstrated leadership and are committed to giving all Americans access to the right care, at the right time, in the right setting. We look forward to playing a constructive and collaborative role in improving the future of healthcare in America with the new Congress and Administration."

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