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**President of CHOICE Administrators Exchange Solutions to be  
Key Panelist at Washington, D.C. Program on Healthcare Reform**

*Program Sponsored by the Consumers Union to Explore  
“Creating a Usable Measure of Actuarial Value”*

(ORANGE, CA – October 13, 2011) — Kevin Counihan, president of *CHOICE* Administrators Exchange Solutions, will be part of an expert panel in Washington, D.C., on October 17, focusing on the role of actuarial value in the Patient Protection and Affordable Care Act (PPACA).

The event is sponsored by the Consumers Union, an independent nonprofit organization best known as the publisher of *Consumer Reports*. Joining Counihan on the panel will be Lynn Quincy of Consumers Union, Cori Uccello of the American Academy of Actuaries and Gary Claxton of the Kaiser Family Foundation. Karen Pollitz, also of the Kaiser Family Foundation, will moderate the event.

Beginning 2014, the PPACA establishes four levels of healthcare coverage based on the concept of “actuarial value,” which represents the share of healthcare expenses a plan covers for a typical group of enrollees. The October 17 meeting is intended to demystify the concept of actuarial value, review the role of actuarial value in the Affordable Care Act, and hone in on the challenges of creating a measure that can be used to compare health plans.

At the session, Consumers Union will also present the findings of its new study on consumer reaction to actuarial value, as released last month in its *Early Consumer Testing of the Actuarial Value Concepts* report issued by the Consumers Union and the Kleimann Group. Other speakers will share findings that shed light on further challenges to creating a usable measure of actuarial value.

*(More)*

## **CHOICE Administrators/Actuarial Value Panel**

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“I’m excited to participate on this panel and share my assessment on this important topic,” said Counihan. “The experience *CHOICE* Administrators Exchange Solutions brings to this discussion, coupled with my prior experience and background brings a real-world, road-tested perspective that I hope attendees will find of great value.”

*CHOICE* Administrators Exchange Solutions is a division of *CHOICE* Administrators which for the past 15 years has been operating *CaliforniaChoice*, the nation’s most mature private small-group health insurance exchange currently serving 10,000 employers and 150,000 members. In addition, Counihan previously served as the chief marketing officer for the Commonwealth of Massachusetts Health Insurance Connector Authority, where he helped procure, organize and manage the nation’s first state-sponsored health insurance exchange for individuals and small businesses.

The “Creating a Usable Measure of Actuarial Value” discussion will be held October 17 from noon – 2 p.m. at the Kaiser Family Foundation’s Barbara Jordan Conference Center in Washington, D.C. Reservations to attend in person or by phone can be made by contacting Lynette Giddings-Jonas at [giddly@consumer.org](mailto:giddly@consumer.org).

*CHOICE* Administrators is the nation’s leader in developing and administering health insurance exchanges. It is part of The Word & Brown Companies, the nation’s leading developer and administrator of consumer-choice exchange models. Among the exchanges currently operated by *CHOICE* Administrators are the *CaliforniaChoice*<sup>®</sup> small group (2-50 employees) and mid-market (51-199 employees) private exchanges; HSA California; Choice Builder, the nation’s first ancillary benefit exchange; and Quotit, one of the nation’s largest individual/family proposal and online enrollment systems that generated nearly 50 million individual health quotes in 2010. Other *CHOICE* Administrators products include Kaiser Permanente Choice Solution and Contractors’ Choice. Further information is available at [www.choiceadmin.com/exchanges](http://www.choiceadmin.com/exchanges).

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