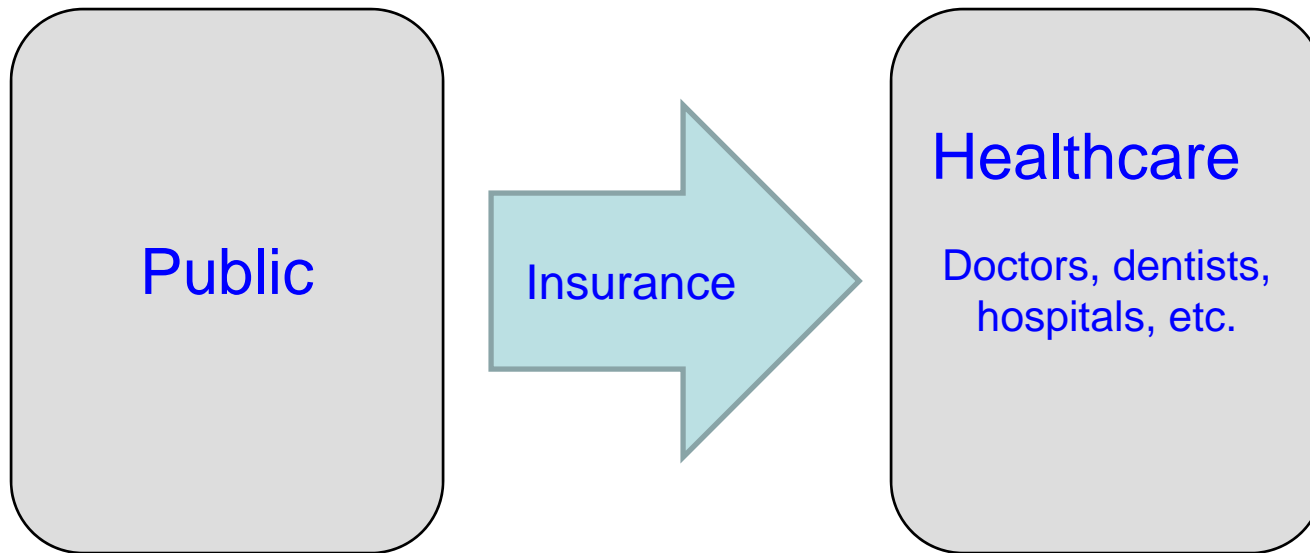


Health Insurance Public Utility Corporation

An Alternative Approach to Health Insurance in Idaho

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Boise State University

Access to healthcare services



Desirable Features

- Not a “foreign” model
- Idaho specific
- For-profit business
- Transparent
- Fair and equitable practices
- Public input

Solution

Privately operated, for profit,
Health Insurance
Public Utility Corporation

Features of a Public Utility Corporation

- Privileges
 - Geographic exclusivity
 - Large customer base
 - Guaranteed profitability
 - Privately delivered
- Requirements
 - Efficiency
 - Non-discriminatory
 - Business transparency
 - Regulated by PUC

Health Insurance PUC

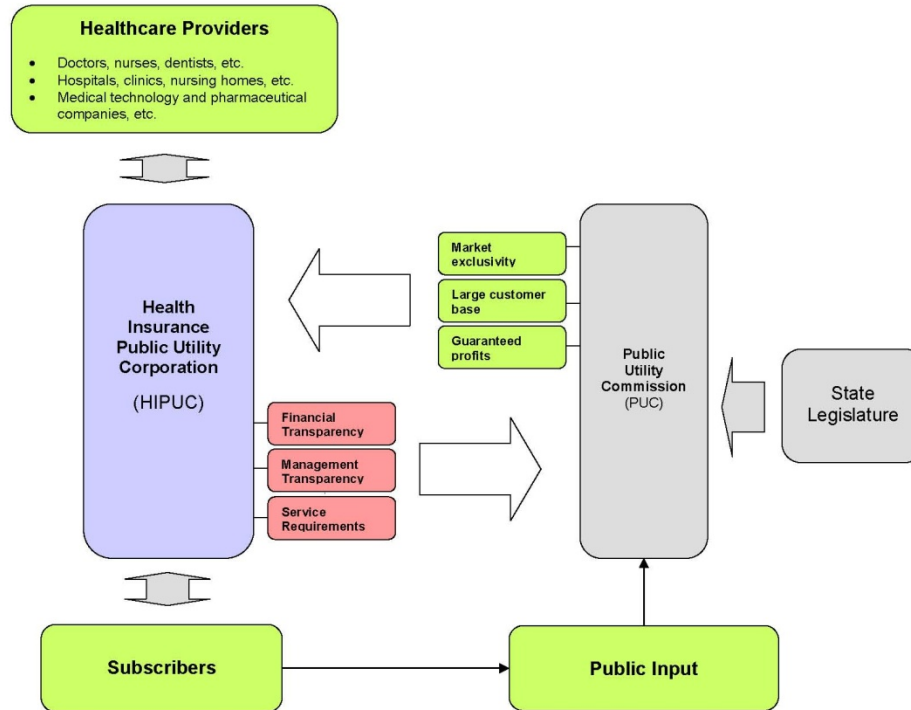
- Privileges

- Entire State of Idaho
- Privately delivered
- Guaranteed large subscriber pool
- Benefits of economy of scale
- No government involvement

- Requirements

- Comprehensive/universal coverage
- High quality care
- Business transparency
- Public Input through PUC

HEALTH INSURANCE PUBLIC UTILITY CORPORATION MODEL



Thank You