



## **Health Access America coming to BR to help the Uninsured!**

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## **Health Access America Aims to Reduce the Number of Uninsured in Baton Rouge, LA**

**Baton Rouge, LA** ( – The rising number of uninsured Americans represents the most important health care issue facing the nation today. Health Access America, founded by the Healthcare Leadership Council (HLC), will come to Louisiana as a year-long national effort to press for action in Washington. This program aims to link currently uninsured individuals and families with existing private and public coverage options.

HLC initiated its first Health Access America campaign in 2001 and made a major impact with research that changed public understanding regarding the face of the uninsured. HLC-commissioned research discovered that eight of every 10 uninsured Americans live in a wage-earning household.

Health Access America will advocate bipartisan public policy measures that will increase the accessibility of private health coverage and improve the efficacy of existing public programs. The campaign's message will be two-fold: (1) the problem of the uninsured affects all Americans and must be addressed and (2) private and public coverage options are available for a significant number of the uninsured.

A proactive effort is essential to ensure that as many people as possible are linked with plans and programs. Health Access America will work with local partners to increase public awareness about the value of insurance and opportunities for coverage through various methods including grassroots community outreach, advocacy and education, research and polling.

“We are very excited to bring this program to Louisiana,” said John Bayalis, Health Access America field organizer. “This is a great opportunity for HLC to continue its effort to help those without insurance find the right plan and get the coverage they need.”

For more information about Health Access America, contact the Healthcare Leadership Council at (202) 452-8700.

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