



HAA has Partnered with LaChip, Louisiana Health Plan & the Baton Rouge Association of Health Underwriters

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The Baton Rouge Association of Health Underwriters

Baton Rouge, LA (March 24, 2007) – Eight out of every 10 Americans live in a wage-earning household. The number of uninsured Americans is rising daily and represents the most important health care issue facing the nation today. HAA is forming partners throughout Baton Rouge that will come together to reduce the number of uninsured in Baton Rouge.

Health Access America (HAA), a national campaign supported by the Healthcare Leadership Council (HLC), is partnering with LaChip, Louisiana Health Plan and the Baton Rouge Association of Health Underwriters.

HAA recognizes there are children eligible, however not covered under the Free LaChip program. Parents need to call 1-877-252-2447 to inquire about the eligibility requirements. It is important to know wage-earning families are eligible!

HAA recognizes that some of the uninsured in Baton Rouge and surrounding areas are uninsurable; they cannot find health insurance coverage. We have an answer for you; you need to call Louisiana Health Plan at 225-926-6244.

HAA recognizes that approximately 30% of the uninsured in Louisiana make more than \$50,000 per year. HAA has partnered with the Baton Rouge Association of Health Underwriters, the leading health agents of Baton Rouge. For those who can afford insurance, an Association health agent can outline your options.

HAA is pro-actively reaching out to Baton Rouge's uninsured and educating them in insurance coverage plans and options available for them.

"In 2001, HLC initiated its first HAA campaign that had a major impact in changing public understanding regarding the face of the uninsured as research discovered that the majority of uninsured Americans live in income-earning homes," said Ronnell Nolan, HAA's Baton Rouge field organizer. "HAA is being re-engaged forming a broader coalition of groups with resources available to both impact public policy and provide much-needed information to the millions of uninsured Americans through a concentrated, grass roots approach.

"So many of our nation's uninsured, such as small businesses, young adults, children, and Latinos, are simply unaware that there are government and private coverage plans available to them, or they do not have an understanding regarding the need for insurance. Many hard-working uninsured

individuals are caught up in the day-to-day routine of providing for their family that, though insurance should be a top priority, they do not have the time or means to research their eligibility. It is our goal to assist these local individuals through field outreach and education."

With the partnering of these four groups, in addition to many others in the Baton Rouge area, HAA field representative, Ronnell Nolan, states, "The uninsured in Baton Rouge will know their options and the number of uninsured will reduce".

For more information regarding partnering with Health Access America and strengthening the quest to reduce the number of uninsured in Baton Rouge, contact Health Access America's Baton Rouge office at 225-921-6711.

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