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HAA campaign offers help to rural uninsured in Nevada

LAS VEGAS -- Eight out of every 10 uninsured 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. Health Access America (HAA), a national campaign supported by the Healthcare Leadership Council (HLC), is making a concerted effort locally to link Las Vegas and its surrounding rural areas' uninsured with insurance coverage.

HAA is pro-actively reaching out to Southern Nevada's uninsured and educating them in insurance coverage plans and options available for them. A non-partisan, non-profit organization, the HAA is seeking to partner with local organizations and businesses to create community awareness regarding the rising number of uninsured individuals that affects everyone locally and maximize insurance enrollment for those who are eligible and are simply uninsured and unaware that they had options.

"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 Mark Jolley, HAA's Las Vegas 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.

"We're not looking to expand coverage at this point, but rather educate those who are eligible to be insured and connect them with coverage options," added Jolley. "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."


The HAA is supported by the HLC, which as several national partners including Abbott Laboratories, AmerisourceBergen Corporation, Amerinet, Amgen, Ascension Health Inc., AstraZeneca Inc., Baxter International Inc., Baylor Health Care System, BlueCross BlueShield of Tennessee, Cardinal Health Inc., Cleveland Clinic Foundation, Concentra Inc., C. R. Bard Inc., CVS Corporation, Eli Lilly and Company, Evanston Northwestern Healthcare, Fisher Scientific International, Franciscan Missionaries of Our Lady Health System Inc., GlaxoSmithKline, Hospira Inc., Johnson & Johnson, Lahey Clinic, Marshfield Clinic, Mayo Clinic, McKesson Corporation, MedAssets Inc., MemorialCare, Merch &

Company Inc., New York Presbyterian Hospital, Pfizer Inc., Premier Inc., Tenet Healthcare Corpation, Texas Health Resources, Theragenies Corporation, Trinity Health, University of North Carolina at Chapel Hill, VHA Inc., and Vanderbilt University School of Nursing.

For more information regarding partnering with Health Access America and strengthening the quest to reduce the number of uninsured Nevadans, contact Health Access America's Las Vegas office at 702-454-2900.

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