



[Media Room](#)

EXECUTIVE ORDER # 312

Relating to the Creation of the Office of Health Care Reform

WHEREAS, President Barack Obama signed the Patient Protection and Affordable Care Act on March 23, 2010 and signed the Health Care and Education Reconciliation Act of 2010 on March 30, 2010 – historic legislation to reform national health care; and

WHEREAS, under this legislation, coverage will be extended to more than 125,000 additional Wisconsin residents; life-time caps on coverage will be eliminated; insurance companies will no longer be able to deny coverage to anyone because of a pre-existing condition; and insurance companies will be held accountable, keeping premiums down; and

WHEREAS, under this legislation, small businesses will receive tax credits this year to help buy health insurance for their employees; insurance companies will no longer be able to deny coverage to American children because of a pre-existing condition; insurance companies will no longer be able to drop someone's coverage when they get sick and need it the most; and more adults with pre-existing health conditions will be able to get affordable coverage; and

WHEREAS, the states will need to prepare for and implement the legislation within their jurisdictions; and

WHEREAS, Wisconsin has built one of the best systems of health care access for children and adults through BadgerCare Plus, BadgerCare Plus Core Plan, SeniorCare and FamilyCare; and

WHEREAS, Wisconsin is now America's health care leader, ranking first for health care quality, second in access to coverage, and every child has access to health care; and

WHEREAS, Wisconsin has already developed initial plans for a health insurance purchasing exchange, making the state uniquely positioned to be a leader in implementation; and

WHEREAS, national health care reform builds on Wisconsin's successes, allowing the state to continue leading the way and ensuring access to affordable health care to all residents by providing opportunities to those remaining residents who currently are without access; and

WHEREAS, national health care reform includes key strategies to reduce the cost of health insurance coverage for individuals and businesses; and

WHEREAS, the governance, policy, and administrative infrastructure must be created to facilitate planning

and implementation of the health care reforms;

NOW, THEREFORE, I, JIM DOYLE, Governor of the State of Wisconsin, by the authority vested in me by the Constitution and the Laws of this State, and specifically by Wis. Stat. §14.019, do hereby:

1. Create the Office of Health Care Reform to be led by the Secretary of the Department of Health Services and the Commissioner of Insurance; and
2. Direct that the Office develop a plan that uses national health care reform to build on Wisconsin's successful efforts and existing programs; and
3. Direct that the Office ensure that Wisconsin's residents and businesses realize the benefits of national health care reform by doing all of the following:
 - a. Provide transparent access to information so individuals and businesses can make informed decisions on their health care coverage; and
 - b. Assess insurance market reforms needed to prepare Wisconsin for final implementation of national health reform in 2014; and
 - c. Develop a plan to pursue federal funds for a temporary high risk health insurance pool to maximize affordable coverage options for uninsured persons with pre-existing conditions; and
 - d. Create a health insurance purchasing exchange that will:
 - i. Create an easy-to-use, consumer-friendly website where small business owners and individuals can find an apples to apples comparison of insurance policies – what they offer and how much they cost; and
 - ii. Provide a single point of access for all eligible residents and businesses to choose their insurance; and
 - iii. Promote consumer choice by providing easy comparability of health plans and lower health care premium costs by creating a large pool of employees to increase consumer purchasing and bargaining power; and
 - iv. Ensure that the health insurance purchasing exchange is structured to reward the highest quality and most cost-effective health care providers and insurers; and
4. Direct that the Office pursue federal grants to assist in developing the exchange and implementing any other aspects of health care reform; and
5. Direct that the Department of Health Services, on behalf of the Office, launch and regularly update a new website – www.healthcarereform.wisconsin.gov – that will provide Wisconsin residents with information about national health care reform, the phases of implementation, and how changes may benefit them.

IN TESTIMONY WHEREOF, I have hereunto set my

hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this seventh day of April, in the year two thousand ten.

JIM DOYLE
Governor

By the Governor:

DOUGLAS LA FOLLETTE
Secretary of State

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