



March 28, 2012

The Honorable Ron Wyden  
United States Senate  
223 Dirksen Building  
Washington, D.C. 20510

Dear Senator Wyden:

On behalf of America's Health Insurance Plans (AHIP), I am writing to thank you for your leadership in introducing the "Medicare Better Health Rewards Program Act of 2012."

Our members support the goals of your legislation, its focus on encouraging healthy behavior among Medicare beneficiaries, and its emphasis on preventive health care services. Health insurance plans, including those that participate in the Medicare Advantage program, have a strong track record of pioneering new programs and strategies to promote wellness and prevention. Recognizing the importance of these priorities, our members have developed a wide range of forward-looking initiatives – including personal health assessments, health coaching, and lifestyle incentives – to help enrollees make better choices about diet and physical activity, and overcome barriers to the adoption of preventive practices and healthier lifestyles.

We greatly appreciate your efforts and look forward to working with you concerning how these concepts are applied to the Medicare Advantage and fee-for-service programs, as well as contributing to the discussion on how clinical measures currently in use in the delivery system could be extended to this initiative.

Thank you again for addressing this critically important issue. Incentivizing healthy lifestyles and promoting the use of preventive health care services are goals we all share. We look forward to continuing a dialogue with you on developing workable legislative solutions that benefit all of Medicare's beneficiaries.

Sincerely,

A handwritten signature in black ink, appearing to read "Karen", with a long horizontal flourish extending to the right.

Karen Ignagni