

PRESS RELEASE

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For Immediate Release

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August 22, 2008 - - Concord, New Hampshire - Insurance Commissioner Roger Seigny announced today that the first meeting of the State's HealthFirst Initiative will be on **Wednesday, August 27th** at the New Hampshire Insurance Department.

HealthFirst, the State's legislative initiative to reduce the cost of small group insurance, will focus on providing small employers a more affordable health insurance option and will focus on wellness and more cost-effective use of health care services. "With the advisory group now in place, we can work on selecting a benefit design that will promote wellness while at the same time addressing some of the rising trends in health care costs" says Commissioner Seigny. The product offering is required of insurers with 1,000 or more members in New Hampshire.

The Advisory Committee includes members from the N.H. Senate and House of Representatives, small businesses, business groups and associations, and employees of small businesses. This group will provide input into the development of the HealthFirst benefit design and will monitor the product when it is introduced in October 2009.

Input is also encouraged from interested small employers, insurers, health care providers and the citizens of New Hampshire. All Advisory Committee meetings are open to the public.

For information on the HealthFirst Initiative, upcoming meetings, agendas, minutes and contact information, go to the Insurance Department website at www.nh.gov/insurance under the heading of "**HealthFirst**". You can also contact the department directly by emailing the department at HealthFirst@ins.nh.gov or by calling the toll-free number at 1-800-852-3416.