
The Murphy Pintak Gautier Agency, Inc.

:30 Television
Date: 4/20/95

Client: BCBSF
Title: Paycheck
Spot #:

Video:

Audio:

Board: If you have
affordable health plan
personal physician you trust

(Announcer) If you have an affordable
health plan with a personal physician you
trust,

Office setting; person
delivering pay checks to each
desk

the legislature has a surprise for you.

Push to close up of older
woman getting envelope,
opening, seeing increase

They're voting on proposals that could
increase the cost of your family health
plan by \$120 a month.

Looks to camera

(Woman) 120 more a month!

Cut to repair man at auto
shop opening his pay check,
seeing increase, facial
reaction, drops tools

(Announcer) That's right, more money
out of your pocket for health insurance . .
. and not one new benefit.

Cut to board reading Stop
interference in your health
plan. Call toll free 1-800-441-
1732.

Help stop government interference in
family health plans. Call toll free 1-800-
441-1732.

Cut to woman opening mail
at mailbox, sees increase,
drops from sight.

Or, don't call . . . but don't be surprised.

Cut to board reading Call
800-441-1732 now

How your family premium could increase \$120 per month...

- **Average Florida family HMO premium is \$445 per month**

source: Hay-Huggins Benefit Report, November 30, 1994.

- **The effect of "Any Willing Provider" legislation on HMOs would increase family premium costs by 28.7 percent.**

source: Atkinson & Company, "The Cost Impact of 'Any Willing Provider' Legislation, June 27, 1994.

- **The \$120 figure comes from this calculation: $\$445(.29) = \129.00**

- **Effects of the AMA's "Patient Protection Act" is similar to AWP legislation:**

"For example, the Patient Protection Act being promoted by the American Medical Association and other mandatory contracting provisions would make it extremely difficult for HMOs to continue to choose providers selectively."

Source: Atkinson & Company.

- **The Florida version of the Patient Protection Act has physician application, termination and due process requirements that would effectively require HMOs and other managed care plans to accept any willing provider.**
- **Mandatory Point of Service requirements would have the same effects on cost as any willing provider legislation**

Source: Congressional Budget Office memorandum, "The Effects of Managed Care and Managed Competition, Feb., 1995.

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