

# The California Health Care Options MATRIX keeps building momentum....

BY NEIL CROSBY, CAHU VICE CHAIR OF LEGISLATION



In an effort to provide more information as to some of the options available to California's uninsured population, Phil Lebherz CEO of LISI created and funded the

development of the popular "California Health Care Options Matrix." The Matrix is a tri-fold brochure addressing nearly every category of person in California and the options that may be available to them for health coverage. The Matrix addresses nearly all income levels, family status and health care programs including state and federal programs that may be available.

To increase the development of the Matrix' message, Phil Lebherz also created a new non-profit organization "The Foundation for Health Coverage Education." The foundation's mission is basic: "Simplifying public and private health insurance eligibility information in order to help more people access coverage."

The use of the Matrix in discussions relating to who the uninsured really are, and whether or not the so called "uninsured" are really uninsured or whether they really do have options available to them has been growing at a rapid rate. At NAHU's Capitol Conference this past March, Phil Lebherz spoke to the NAHU members active in legislation and encouraged them to discuss the Matrix with their Congress members and Senators. The reports back were overwhelmingly successful about how the attendees from all over the United States had used the Matrix to illustrate to their legislators the concept that there may be many options available to the uninsured in every state, just as they were able to show the options available in California by using the Matrix. As a result of this huge success, NAHU is in the process of trying to create a Matrix for many if not all of the remaining forty-nine states.

On more of a local level, many of

CAHU's members active in legislation gathered in Sacramento in mid May to once again visit with our California Assembly persons and State Senators to show them the Matrix, and how it can help to address options available for the uninsured. Several of us had the privilege to meet and present the Matrix in the Governor's office with several of his staff. His staff as well as the legislators I have heard reports of all felt the Matrix addressed the essential issue of providing more information for the people of California as well as those of the United States, that there are options available to them *without destroying our current health care system.*

Looking ahead, LISI, the Foundation for Health Coverage Education and CAHU all want to work together to promote the Matrix concept and the mission of providing more information at the ground level to the people who are the

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uninsured. You as a member of CAHU will be made aware of more opportunities that will be available in the future for you to become more involved in the solution as well.

In the meantime, the foundation's website [www.coverageforall.org](http://www.coverageforall.org) has information available on the foundation, you may view the Matrix online, print a version of the Matrix, and/or use the online Health Insurance Eligibility Tool. This tool asks eight simple questions, then instantly generates a customized profile with the options for which the person or family may be eligible. Try it on yourself, it works!

We are also available to make CE presentations on who the real uninsured are in a one hour CE course entitled *Reframing the Health Care Debate*, as well as a new one-hour CE course entitled *Educating Consumers about California Health Care Options.*

Your CAHU Board of Directors as well as Kaiser Permanente have made a donation to the Foundation in order to help further it's message. The more members who learn the options available to help spread the word, the better chance we will have of keeping and enhancing our health care system, the best health care system in the world !

For more information feel free to contact myself at [Ncrosby@Lisibroker.com](mailto:Ncrosby@Lisibroker.com) or by calling 619-615-9100. ♦