



D I S C U S S I N G

Association Health Plans



Skyrocketing health insurance costs are hurting small business owners and their employees. Many small business owners have been forced to stop offering coverage, while others have cut benefits and still spent more on premiums.

Voters support easing restrictions on association health plans (AHPs) to make it easier for small businesses join together to purchase affordable, high-quality health insurance for their employees.

What messages really move them? These messages work best.

- ▶ Easing restrictions on association health plans would make it **easier for small businesses to purchase affordable, high-quality insurance.**
 - New rules on AHPs could provide as many as **four million people** with access to affordable coverage.
- ▶ AHPs could **save families thousands of dollars per year.**
 - By 2022, the average premium for these new plans is expected to be **over \$10,000 less than the average individual market plans** and over \$4,000 less than average small group premiums.
- ▶ AHPs would free up business owners' money, allowing them to **hire more workers.**
- ▶ AHPs would **help married small business owners and self-employed entrepreneurs.**

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