



Agenda

September 19, 2013 | FTC Conference Center, Room C, 601 New Jersey Ave, NW Washington, DC 20001

9:00 Welcome

Tracey Thomas
Staff Attorney
Division of Marketing Practices, FTC

Opening Remarks

Lois C. Greisman
Associate Director
Division of Marketing Practices, FTC

9:15 Panel 1: The Affordable Care Act

What Consumer Protection Enforcers and Consumer Advocates Need to Know

A presenter from the U.S. Department of Health and Human Services (“HHS”) will provide attendees with background information about the Affordable Care Act (“ACA”) and the newly created healthcare marketplaces. The presentation will include how the marketplaces will work, changes that are occurring as parts of the law go into effect, and the role of “navigators” in helping consumers understand the marketplaces and their options.

PRESENTER

Christen Linke Young
Director of Coverage Policy
HHS Office of Health Reform

10:00 Panel 2: Lessons from the States

Panelists will discuss implementation of the ACA from a state perspective, including their implementation of directives to educate consumers on healthcare plans offered through the new marketplaces, and, where applicable, some of the differences in the operation of various state- and federal-based exchanges.

MODERATOR

Tracey Thomas

Staff Attorney

Division of Marketing Practices, FTC

PRESENTERS

Erin Hemlin

National Organizing and Programs Manager

Young Invincibles

Sheila Mackertich

Vice President of Health Reform Initiatives

Health Care Access Maryland

Mila Kofman

Executive Director

DC Health Benefit Exchange Authority

10:45 Break

11:00 Panel 3: Preventing Scams Through Consumer Education and Empowerment

Panelists will discuss how to help consumers avoid and report scams, and some of the experiences of law enforcement in tackling healthcare-related scams. They will also talk about how to help consumers find trusted resources for navigating the new healthcare systems.

MODERATOR

Jennifer Leach

Consumer Education Specialist
Division of Consumer and Business Education, FTC

PRESENTERS

Dan Choi

Staff Attorney
Legal Aid Justice Center

Richard Goldberg

Assistant Director
Consumer Protection Branch, U.S. Department of Justice

Sally Hurme

Project Advisor
Health Education and Outreach, AARP

L. Toni Lewis, MD

Chair of Healthcare Division
SEIU-Service Employees International Union

12:00 Next Steps/Concluding Remarks

Lois C. Greisman

Associate Director
Division of Marketing Practices, FTC



THE CONSUMER PROTECTION
AND HEALTHCARE MARKETPLACE

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