

**Washington, D.C.** - Today, Rep. David Price (D-NC) urged North Carolina consumers to take advantage of the newly launched [Healthcare.gov](http://Healthcare.gov), the first website to provide consumers information on public and private health coverage options tailored specifically to their needs. Establishing an online clearinghouse for health insurance information was required by the Affordable Care Act, the major health insurance reform legislation signed into law earlier this year.

"When Triangle residents shop for anything, they know information is power, and this puts power back into their hands," Rep. Price said. "For too long, the insurance market has been almost impossible to navigate. [Healthcare.gov](http://Healthcare.gov) gives consumers and small businesses a tool to compare all of the insurance options available, and choose the one that works best for them."

The core of the website is a powerful [insurance options finder](#), which makes more information available to consumers on health insurance options than has even been available before. After consumers input a few pieces of background information – such as state, age range, and current insurance status – the tool will generate a list of both private and public health insurance options. The tool will list details of insurance plans offered in that state, and include contact information for each company so consumers can pursue enrollment. Beginning in October, the tool will also include pricing information, further simplifying health insurance shopping. A video tour of website features is available [here](#).

"The insurance marketplace should be one of transparency and competition so consumers are in control of their health care," Rep. Price said. "With unbiased, comprehensive information available all in one place, it will be much easier for families and businesses to make informed decisions based on quality and cost, and that will foster competition."

- Information on new consumer protections and benefits of the Affordable Care Act tailored to each consumer's situation, and information on new provisions of the law that will be implemented by 2014
- Aggregated information and pricing options on over 1,000 private insurance carriers with 5,561 plan options

- Information on all Medicaid, Children's Health Insurance Program and operational high risk pool programs across the country
  
- Information about preventing illness to help consumers control their health care costs

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