



## Finding Affordable Health Care at the Pump

“ . . . [T]he challenge of providing access to **AFFORDABLE COVERAGE** should be the nation’s top domestic priority.”

*Karen Ignani, President and CEO of America’s Health Insurance Plans’*

“Longer-term worries include **AFFORDABLE AND AVAILABLE HEALTH CARE** in the future.”

*William D. Novelli, Chief Executive Officer, AARP*

“This public-private partnership will create **AN AFFORDABLE HEALTH PLAN . . .**”

*From the Maine Office of Health Policy and Finance website*

“The AMA is committed to leading the response of America's physicians to **SOLVE THE HEALTH COVERAGE CRISIS** for all uninsured patients.”

*From the American Medical Association website*

After the 20-year marathon of crisis, health care costs still elude our grasp. The latest strategy – consumer-driven health plans – is just as likely to fail as the last one – health maintenance organizations. Health care simply has too many moving parts for a single strategy to master.

**So what will eventually put the kibosh on health care costs?** Look no further than your car’s gas tank. Or your car’s tires, your sneakers, your mascara, and your Perrier bottle.

**The health care industry’s resources – from research scientists to investment bankers – will soon have other attractive opportunities.**

Spurred by fuel prices, other industries will have to reinvent products and the way products are made. **Investors will readily put money into ventures that can build a better mouse trap and build it with little or no gas.** Burning fuel

is only one tiny aspect of the problem: everything that is made with petroleum byproducts will have to be re-engineered. The range of products is vast – all plastics, anything rubber, and yes, even mascara.

**And to do all that engineering, they will buy the best and brightest minds – minds that are currently toiling in medical laboratories and research institutes.**

In the 1967 movie, The Graduate, Dustin Hoffman is advised to get into plastics. Twenty years later, a young graduate would have been told to get into health care. And now, soon to be 2007, fresh alumni will find their best opportunities in petroleum.

**So, ultimately the health care crisis will end thanks to another crisis. Perhaps it's not a happy ending but an ending indeed.**

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