**Rate Review Template Press Release**

FOR IMMEDIATE RELEASE

**[STATE] BOARD TO REVIEW [COMPANY] PREMIUM INCREASE**

**Rate Review Process Protects Consumers from Unreasonable Rate Hikes**

City, State (Month XX, 2013) – [COMPANY] is threatening to raise its rates for [STATE] consumers by XX% if the health insurer’s proposed rate hike is approved. Double-digit increases like the one proposed by [COMPANY] are not new. Over the past ten years, health insurance premiums have doubled on average, putting insurance out of reach for many American families.

Before the Affordable Care Act, insurance companies were able to increase premiums with little explanation or oversight, leading to skyrocketing health care costs that grew at a much faster rate than wages or inflation.

“If your cable bill increased by a double-digit margin, customers would demand an explanation,” said [NAME] of [ORGANIZATIONNAME]. “Too many health care customers feel powerless when their insurer increases their rates.”

Fortunately for [STATE] consumers, the rate review provision of the Affordable Care Act gives states the authority to review proposed premium increases and hold insurance companies accountable to consumers.

Rate review helps control rapid increases in health insurance premiums by requiring insurers to justify increased premiums. The goal of rate review is to slow rising health care costs for consumers.

Rate review ensures that insurance companies cannot raise premiums unreasonably by requiring a thorough evaluation of proposed increases in the individual and small group markets, protecting individuals, families and small businesses. It requires that increases are based on reasonable estimates and accurate, current data. Public disclosure of proposed rate increases forces insurers to be accountable for the premiums they charge consumers.

In [STATE] the rate review process [insert details of state process]. Consumers can weigh in on the [COMPANY] rate review by [insert details].

[STATE]ians who experience increases in their health insurance premiums can [insert details about having rates reviewed]. In our state, the rate review process has already saved consumers money by rejecting [insert details about historical rate hikes, if appropriate].

To learn more about the rate review process in [STATE] and ways to get involved in the process, visit [website].