



HOME	BALIKBAYAN	PRINT EDITION ONLINE	COMMUNITY JOURNAL	AJ MAGAZINES	DATLINE PHILIPPINES	DATLINE USA	FIL-AM NEWS	GALING PINOY	
ENTERTAINMENT	NAFP-USA	FIL-AM ASSOCIATIONS	EDITORIAL	IMMIGRATION	CONSUMER	LIFESTYLE	AJ GALLERY	AJF	CONTACT US

MORE INFO

Find us on Facebook

Follow us on

Home » Community Journal » Community New s » Sen. Ted W. Lieu introduces bill to halt deceptive marketing of health reform

# Sen. Ted W. Lieu introduces bill to halt deceptive marketing of health reform

THURSDAY , 22 MARCH 2012 10:55 AJPRESS

(1 vote, average: 5.00 out of 5)

Share

Like

0

Share

2

Download SocButtons

0 Comments and 0 Reactions

LOS ANGELES — A new bill announced March 21 would put in place new consumer protections against deceptive marketing in health care just as California prepares to implement the Affordable Care Act, which celebrates its two-year anniversary this week.

Speaking at a Los Angeles news conference with key community groups, California state Sen. Ted W. Lieu announced legislation to help consumers in California, a culturally diverse state, take full advantage of the new law and not be targets of fraudulent or deceptive marketing practices.

"Millions of Californians will soon have access to affordable health care coverage, many for the first time in their lives," Lieu said. "We know from past experiences, however, that dishonest people take advantage of the consumers' lack of knowledge about new opportunities or enrollment criteria."

To address the potential for scams, Senate Bill 1313 seeks to boost consumer confidence and trust in health care reform by strengthening consumer protections and closing gaps in state law. Under the ACA, immigrants who are citizens or lawful permanent residents are eligible to apply for subsidies to purchase insurance offered in the California Health Benefit Exchange and certain public programs.

At the same time, SB 1313 would prohibit any plan, insurer or their representative from misrepresenting the requirements of ACA, including the mandate to buy health insurance. It also requires prior approval of marketing materials, extending these protections to health insurance products regulated by the California Department of Insurance and improves existing protections under the California Department of Managed Health Care. Lieu's bill would specifically prohibit selling certain types of products, such as cancer-only insurance, to individuals that do not have health care coverage that meets basic requirements.

"As new health care coverage becomes available to millions of Californians, we can expect scam artists to come out of the woodwork to take advantage of vulnerable consumers," Betsy Imholz of Consumers Union said. "California must act now to protect families from being scammed or enrolled into junk-insurance plans. This bill provides important safeguards to help consumers get the health care coverage they need for their families."

Reshma Shamasunder, executive director of the California Immigrant Policy Center, said Lieu's bill would help ensure that representatives of health care plans or insurers who face disciplinary measures are prohibited from participating in other types of enrollment activities.

"These provisions would provide a greater degree of confidence for eligible immigrant families, eager to enroll in new health coverage programs that will be offered in 2014," Shamasunder said. "Many immigrants are vulnerable to this type of abuse because they live in fear of deportation, they lack documentation, or do not speak English.

"Sen. Lieu's bill would go a long way toward providing peace of mind to immigrants and their families who want to know that the information they are receiving about health care programs is accurate."

SB 1313 also includes a key provision that would ensure that those who do not speak English are able to get the health care coverage they need by requiring health plans and insurers that market to non-English speakers provide translation and interpretation services in the same language.

VOL.3 N°1



Re:Union

## Laoag City International Circle, Inc

LAOAG City International Circle Inc. (LCIC) \ holding its first general meeting and memb driver under the leadership of their 2012-20 elected officers this Sunday, March 18, from + Full Story

## Other Articles

Fil-American Association of Central Texas (FAA) Filipino American Basketball Association of Metr Inc. (FABA of Metro DC) Filipino American Veterans Society, Inc. (FAVS Filipino-American Association of Greater Atlanta



"These provisions are critical for the 40 percent of Californians who do not speak English at home," Sarah Mercer, director of Government Affairs for the California Pan-Ethnic Health Network, said.

ACPEHN report released in February found that limited English proficient communities will constitute nearly 1 million of the 2.6 million California residents who will be eligible for subsidies in the Exchange.

"Communities of color, small businesses, and limited English proficient communities all stand to benefit the most from health care reform," Mercer said. "But these are also the communities that have the least knowledge about what is required under the ACA. SB 1313 would help California maximize enrollment in new health care programs by strengthening consumer confidence in these programs."

SB 1313 is scheduled to face its first policy review April 18 by the Senate Health Committee.

Like

Add New Comment

Login



Showing 0 comments

Sort by newest first

✉ [Subscribe by email](#) [RSS](#)

blog comments powered by DISQUS

[back to top](#)

Next >

Rates start at **\$42/night**

**Microtel**  
Hotels • Resorts

PRESYONG *Sulit!*



**1-800-760-4748 1-800-707-9828**  
**www.tndcallphilippines.com**



**ACCIDENTS**  
may entitle you to Personal Injury claims



Hive For Hyperlocal Ethnic News

**5841 Lankershim**  
**North Hollywood**  
SHOP FROM HOME: [www.robertsonh.com](http://www.robertsonh.com)

**11040 Sepulveda | Mission Hills, CA**



**Phone: 1-888-600-3382**

**Fax: 818-837-6915**

## AIRFARES TO MANILA

FROM	TOTAL	TRAVEL DATES FROM TO
SAN FRANCISCO	<b>\$887</b>	MAR/19/12 MAY/20/12
	<b>\$898</b>	MAR/19/12 APR/30/12
	<b>\$912</b>	MAR/19/12 APR/30/12
	<b>\$899</b>	MAR/19/12 APR/30/12
LOS ANGELES	<b>\$960</b>	MAR/19/12 APR/30/12
	<b>\$999</b>	MAR/19/12 MAY/20/12
LAS VEGAS	<b>\$975</b>	MAR/19/12 APR/30/12
	<b>\$1,132</b>	MAR/19/12 MAY/20/12
	<b>\$1,145</b>	MAR/19/12 APR/30/11
SEATTLE	<b>\$890</b>	MAR/19/12 APR/30/12
	<b>\$914</b>	MAR/19/12 APR/30/12
	<b>\$1,107</b>	MAR/19/12 APR/30/12
NEW YORK	<b>\$1,029</b>	MAR/19/11 APR/30/12
	<b>\$1,080</b>	MAR/19/12 APR/30/12
	<b>\$1,159</b>	MAR/19/12 APR/30/11
NEWARK	<b>\$1,057</b>	MAR/19/12 APR/30/12

\*rates are correct at time of release, includes all taxes and the following: change without notice, availability, ticket restrictions, blackout dates and travel dates

RATES PROVIDED BY: **TOLL-FREE NUMBER** **MANGO TOURS** **1-866-2-MANILA**  
[www.mangotours.com](http://www.mangotours.com) 24 hours a day / 7 days a week

**The Asian Journal App for the iPhone and iPad is now available at the iTunes**



AJTV