



October 28, 2009

President Barack Obama  
The White House  
1600 Pennsylvania Avenue  
Washington, DC 20500

Dear Mr. President:

As members of the National Women's Business Council, we are mandated by Congress to advise the President, the Congress and the Small Business Administration on issues of interest to women entrepreneurs.

On Wednesday, September 30, in Washington, DC, the Council held a national summit on health care reform, an issue which is highly charged and highly personal, especially to women business owners. Participants included leadership of the key women's business organizations and women entrepreneurs. Speakers included medical practitioners, insurance providers, patient advocates, and policymakers, including members of the White House staff and Congressional staff.

What transpired was a thoughtful and deliberate discussion of the various components of health care reform. The attendees did reach consensus on the following principles of health care reform:

**Accessibility:** The marketplace must offer a menu of customized programs from which individuals can select coverage.

**Affordability:** Insurance should have transparent, per capita pricing. Parity should exist for service to be purchased across state lines, and tort reform and use of electronic medical records are essential to cost reduction.

**Portability:** Health insurance should be individually-owned, and travel with an employee as a personal plan when the individual departs a job.

**Wellness:** The entire community should become active in wellness education. Individuals should take responsibility for lifestyle choices like smoking and obesity. Employers might provide healthy options and incentives.

The Council realizes that the formulation of health care reform legislation is taking myriad ideas and recommendations into consideration. The Council strongly recommends that the above mentioned four principles be included in the final version of the legislation.

Recent research has indicated that women entrepreneurs contribute approximately \$3 trillion to the American economy. These business owners will be responsible for the job creation and economic growth which will lead the country back to its former economic health. By including the four principles – accessibility, affordability, portability and wellness – health care reform will ensure our ability to continue this strong rate of growth.

Thank you for your consideration.

Sincerely,

The Members of the National Women's Business Council



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Executive Director, Jacksonville Women's  
Business Center



Beverly Inman-Ebel  
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