

# The Future of Self-Care: New Limits on Consumer Access and Choice

Assessing the Impact of Health Account Rules for OTC Eligibility

A LEADERSHIP ROUNDTABLE

Hosted by:



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## Assessing the Impact of Health Account Rules for OTC Eligibility

The Foundation for HealthSMART Consumers, a not-for-profit organization dedicated to consumer education and activation, is convening a Leadership Roundtable to discuss a major challenge to our mission: the advent of new IRS rules which limit the eligibility of over-the-counter (OTC) medicines as health care purchases. We see this change as one that will adversely affect health care consumer confidence, will drive unnecessary health care costs, and will create confusion in the already overburdened primary care offices across the nation. The leadership group discussion will explore various means by which to gain greater clarity concerning the proposed rules, so we can avoid the looming implications of chaos.

Some believe the administrative point of view may change in November. We say this is an unsatisfactory approach to a significant threat. We must move forward today, in concert with stakeholders across the consumer, manufacturer, policy, payer, and provider landscape to advance a plan for success. All stakeholders are united in recognition that a strong footing of research is necessary to blunt reform efforts that will restrict consumer choice.

We believe consumers will be disadvantaged and de-stabilized if current proposed rules are implemented without a plan for consumer and professional education. The Foundation has aligned like-minded stakeholders who are concerned about the direction of this public policy and the detrimental impact it may have on health care consumers. We are already in dialogue with those active in influencing IRS/Treasury on the proposed rules and will expand on their efforts.

Hosted by The Foundation, the Leadership Roundtable will map out the arguments and supporting research required to mount a campaign to prevent unnecessary utilization of primary care and preserve consumer self-care and access to OTCs.

The Foundation serves as the organizing entity and has identified and invited participation by thought leaders from health care, industry and policy. The Fellows of The Foundation will lead the planning exercise including: development, research, and execution.

The Roundtable will be held on the morning of October 4, 2010 in Washington, DC. The objective of this session will be to articulate the challenges and opportunities to develop a shared definition of the problem and begin the process for mapping out our strategies to action.

Following the Roundtable, the Foundation for HealthSMART Consumers will work to engage IRS and Treasury for guidance on how we can provide information to consumers to help them understand what is expected of them to be compliant.

Following the Leadership Roundtable event, we envision ongoing dialogue among the parties and the implementation of tactics to engage and educate health care consumers on this important issue.

Leadership Roundtable Participants (Invited to Date):

Alston & Bird, LLP (confirmed)

American Benefits Council

Americans for Tax Reform

Blue Cross and Blue Shield Association

Clinton Rubin LLC (confirmed)

Consumer Health Care Products Association (CHPA)

Employer Council on Flexible Compensation

Food Marketing Institute

Mayo Clinic (confirmed)

National Association of Chain Drug Stores

National Association for Health Underwriters (confirmed)

National Business Group on Health

National Community Pharmacists Association

National Economic Council (confirmed)

National Retail Federation (confirmed)

PriceWaterhouseCoopers (confirmed)

SIGIS

Target

US Chamber of Commerce (confirmed)

Wal-Mart