



EXECUTIVE ORDER # 10

Relating to the Creation of the Office of Free Market Health Care

WHEREAS, the Patient Protection and Affordable Care Act (PPACA), was signed into law by the President of the United States on March 23, 2010, and the Health Care Education Reconciliation Act of 2010 was signed into law by the President of the United States on March 30, 2010; and

WHEREAS, Wisconsin currently maintains and encourages a competitive private-sector insurance marketplace that maximizes choice and ensures fairness in competition through a free-market, consumer driven approach; and

WHEREAS, Wisconsin must continue to build upon its position as a national leader in health care by maintaining strong and vibrant health insurance markets, lowering the cost of health care for its citizens, and encouraging health care innovation to promote economic growth; and

WHEREAS, it is imperative that control of a person's health care decisions remain with the individual and that these decisions are made within the context of a manageable, consumer-friendly, and competitive health care delivery system; and

WHEREAS, Wisconsin promotes improved health and quality of life for its residents and encourages the personal responsibility of each citizen in the efficient use of health care resources; and

WHEREAS, the current state of Wisconsin's economy requires a smaller, more efficient, accountable and transparent government to ensure that Wisconsin residents receive the best value possible for each public dollar spent; and

WHEREAS, the establishment of an open, deliberative dialogue involving a wide range of diverse health care stakeholders is critical to the successful implementation of innovation and development within Wisconsin's health care systems.

NOW, THEREFORE, I, SCOTT WALKER, Governor of the State of Wisconsin, by virtue of the power vested in me by Wis. Stat. §14.019, do hereby order the following:

1. I establish the Office of Free Market Health Care (the "Office") which is to be directed by the Department of Health Services and the Office of the Commissioner of Insurance; and
2. I direct the Office to develop and recommend a plan that encourages competition through the leveraging of a free-market approach based on the following requirements:
 - a. Encourage transparency in all efforts of the Office so that Wisconsin residents and employers may make appropriate health care decisions; and

- b. Assess the impact of PPACA on Wisconsin insurance markets and programs; and
 - c. Seek council from a wide range of health care stakeholders including but not limited to consumers, small businesses, providers, insurers, labor unions, and other vested organizations; and
 - d. Conditionally develop a plan for the design and implementation of a Wisconsin health benefit exchange that utilizes a free-market, consumer driven approach; and
 - e. Explore all opportunities and alternative approaches that would free Wisconsin from establishing a health benefit exchange, including federal waivers; and
3. I order state departments and offices to collaborate and support any and all efforts of the Office in the implementation of any provision of this Executive Order.

THIS EXECUTIVE ORDER supersedes any other previous orders, proclamations, or directives in conflict with this Executive Order. This Executive Order shall take effect immediately and remain in effect until such time as it is rescinded by the Governor.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this twenty-seventh day of January, in the year two thousand eleven.

SCOTT WALKER
Governor

By the Governor:

DOUGLAS LA FOLLETTE
Secretary of State