



July 25, 2023

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Dear Commissioner Donelon,

I am pleased to submit this letter supporting the proposed acquisition of Blue Cross and Blue Shield of Louisiana (BCBSLA) by Elevance Health.

The Louisiana Automobile Dealers Association and our member dealers all across Louisiana, have had a successful business relationship with BCBSLA for over 30 years. Through our work together, I have a deep understanding of the unique healthcare needs of and the many challenges facing Louisianians. While we have made progress over the past decade in ensuring more of our member employees have access to affordable health insurance in the state, which in turn provides access to quality healthcare, there is more work to be done.

It is no secret that Louisiana ranks at or near the bottom in many health rankings. In order to improve, we must look to all options, including new innovations, technology and capabilities as soon as possible to help improve health and access to care. Working alone as an independent Blue Cross and Blue Shield plan, it could take several years for BCBSLA to bring many of these new capabilities to Louisiana. However, this acquisition will allow these capabilities to reach Louisianians much quicker.

I'm impressed that Elevance Health has already dedicated more than \$4 billion in investments over the past several years on behavioral health, complex and chronic care programs, and innovative virtual care solutions. These solutions have demonstrated success nationally in improving members' health and keeping healthcare affordable and focuses on a variety of needs, including specific conditions our citizens suffer from every day, like diabetes, cancer, heart conditions, personalized chronic care management programs, access to high-quality home health, post-acute care, palliative care and more.

One organization working alone can't solve the healthcare issues in Louisiana. That is why I'm very excited about *The Accelerate Louisiana Initiative*. With more than \$3 billion in assets, this is an unprecedented opportunity for Louisiana. I'm not aware of any other state that has a foundation of this size solely focused on strengthening communities by addressing health inequities and broader community needs. It can be a game changer and is a fitting legacy for BCBSLA.

Finally, as my member dealers are local, we want our healthcare to stay local, and that is why I'm impressed with Elevance Health's model of maintaining local leadership and decision-making authority in their Blue markets. Our long-standing relationships with the teams at BCBSLA will remain intact, and these teams are laser focused on the needs of their members.

I'm confident that my member dealers and the thousands of people they employ, and all Louisianians will benefit from this transaction, and I recommend approval from the department of insurance.

Sincerely,

Will Green
LADA President & CEO