

**THE NEW HEALTH INSURANCE SOLUTION:
How to Get Cheaper, Better Coverage
Without a Traditional Employer Plan**

By Paul Zane Pilzer

Publisher: John Wiley & Sons, Inc.

Publication date: October 2005

Price: \$24.95 / Hardcover

ISBN: 0-471-74715-7

Contact: Lori Ames
(212) 620-4080 x12
lori@wesmanpr.com

or

Lauren Banyar
(212) 620-4080 x16
lauren@wesmanpr.com

A HEALTH INSURANCE REVOLUTION HAS BEGUN

Bestselling author and economist Paul Zane Pilzer reveals how everyone can get cheaper, better health coverage – without a traditional employer plan – in his new book, THE NEW HEALTH INSURANCE SOLUTION

Every American has been affected by the skyrocketing costs of healthcare – whether employed, unemployed, or self-employed. And most believe that there is no practical solution to the healthcare crisis.

But, according to Paul Zane Pilzer, author of **THE NEW HEALTH INSURANCE SOLUTION**, that's no longer the case: "It is now possible to get better, cheaper, safer insurance than you are getting from your employer, save thousands of dollars each year, and protect you, your family, or your business from the greatest threat to your financial future – our nation's broken employer-based health insurance system."

THE NEW HEALTH INSURANCE SOLUTION is a seminal guide to the latest in the consumer-directed healthcare revolution. Untangling the myriad choices available, Pilzer provides no-nonsense guidelines and money-saving tips that everyone can use.

more

THE NEW HEALTH INSURANCE SOLUTION/page two

With numerous practical applications for all, Pilzer teaches readers how to:

- Immediately save \$5,000 to \$15,000 each year on health insurance and healthcare costs;
- Get affordable health insurance for the entire family for the rest of their lives, no matter how many times they change jobs;
- Cut prescription drug costs by 50% or more;
- Accumulate \$500,000 or more in a Health Savings Account (HSA) and use the money for retirement;
- Protect family inheritances from devastating medical and nursing home expenses.

Drawing on his background as an economist and entrepreneur, Pilzer also includes a special section for small businesses, explaining how they can dramatically cut costs yet still attract good employees and provide high-quality coverage.

THE NEW HEALTH INSURANCE SOLUTION highlights choices that nearly all readers can take advantage of. First is the Individual/Family health insurance policy that individuals purchase for themselves, much like auto insurance. These policies are safer than those offered by employers because the health insurance doesn't expire when the insured leaves his or her job. They are also less expensive than traditional coverage: The cost is about one half (or less) the price of an employer-sponsored group plan for similar coverage.

Pilzer's second solution is high-deductible health insurance, available from either an employer-sponsored group plan or as an Individual/Family policy. Required in order to open a Health Savings Account, a high-deductible policy is better for most people because it is more flexible in terms of choosing medical providers, lets people save what they don't spend each year in a tax-free HSA, and is far less expensive. The average cost of high-deductible, HSA-qualified health insurance is only \$92 per month for a single person, nationwide – about half the price of a similar low-deductible plan that includes co-payments for medical costs. This means millions of Americans can now afford their own health insurance.

more

According to Pilzer, people should fully fund an HSA before putting money in an IRA or 401(k) – and readers will find out why. Chapters are also devoted to the best options for employees who already have a good company plan, what to do if a family member has a major health problem, how people over fifty-five can still get affordable medical care, how to obtain an individual/family policy, and how to best benefit from the many other consumer-directed options that are available, including Flexible Spending Accounts (FSAs) and Health Reimbursement Accounts (HRAs). Appendices provide a state-by-state guide to both individual and family health insurance costs and show how HSAs will help the forty-five million Americans who don't currently have health insurance.

There *is* a better alternative to employer-sponsored health insurance. Within the next twenty years, employer-sponsored group insurance will be mostly eliminated, replaced by consumer-directed healthcare. As explained in the book, the sooner people switch to consumer-directed plans, the safer they will be and the more money they will save. Timely and practical, **THE NEW HEALTH INSURANCE SOLUTION** is the definitive guide to the innovative ways Americans will be funding their health and wellness for decades to come.

ABOUT THE AUTHOR:

Paul Zane Pilzer is a world-renowned economist, bestselling author, entrepreneur, speaker, and was an appointed economic advisor during two U.S. presidential administrations. He is a leading authority on the new health insurance vehicles that will be widely rolling out in the fall of 2005, and recently received an honorary doctorate for his twenty years of political advocacy for Health Savings Accounts. He is the Chairman and cofounder of Extend Benefits Group, America's leading provider of individual health insurance plans to corporate America, and a pioneer in the consumer-driven health care marketplace—providing new forms of cost-effective individual policies, Health Savings Accounts, Health Reimbursement Accounts, and other revolutionary new savings vehicles.

After receiving his MBA from the Wharton School of the University of Pennsylvania, Pilzer began working for Citibank, where he rose to become their youngest Vice President. He was also an adjunct professor at New York University, where he taught for twenty years. As an entrepreneur, he has started and/or has taken public five companies in the areas of software, education, and financial services. In addition to **THE NEW HEALTH INSURANCE**

more

SOLUTION, Pilzer is the author of four previous books, including two *New York Times* bestsellers: *Other People's Money* (Simon & Schuster), *Unlimited Wealth* (Crown), *God Wants You to be Rich* (Simon & Schuster), and *The Wellness Revolution* (Wiley). A former commentator on National Public Radio and CNN, Pilzer has also appeared on *Larry King Live*, *First Person*, and *60 Minutes*, and has been featured on the cover of several national magazines. Each year, he speaks before hundreds of thousands of people, and more than ten million audiotapes of his speeches have been sold.

Paul Zane Pilzer lives in Park City, Utah, with his wife and four children.

The website for **THE NEW HEALTH INSURANCE SOLUTION** is www.tnhis.com.

#