

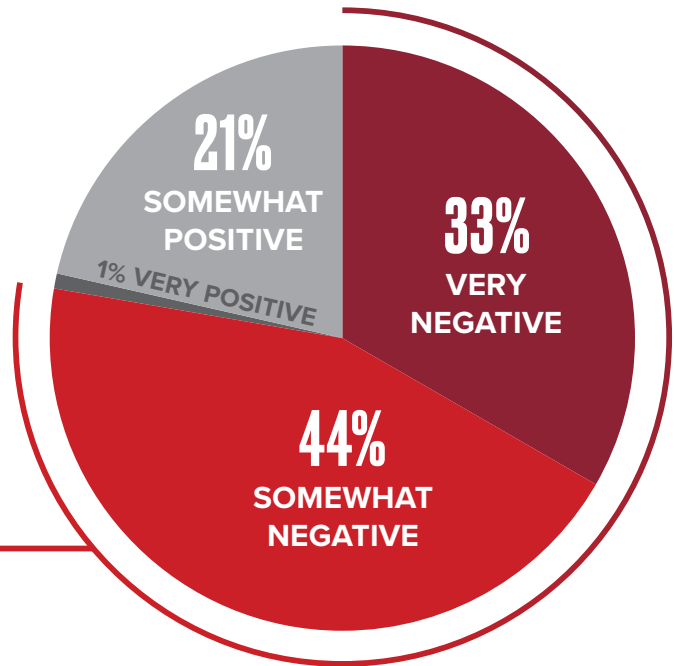
U.S. CONSUMERS AGREE: IT'S TIME TO REIN IN JUNK INSURANCE

New research for The Leukemia & Lymphoma Society (LLS) by PerryUndem and Bellwether Research shows most adults feel negatively about **short-term, limited-duration health plans** and want them to follow the same rules as traditional health insurance.



After reading a brief, straightforward description of short-term, limited-duration health plans, a majority of adults (77%) say they have a negative impression of them.

 **77%**
NEGATIVE



lls.org/junkinsurance



A majority of adults **79%** say these plans should be required to follow the same rules as traditional insurance.

This majority includes:

86% OF DEMOCRATS

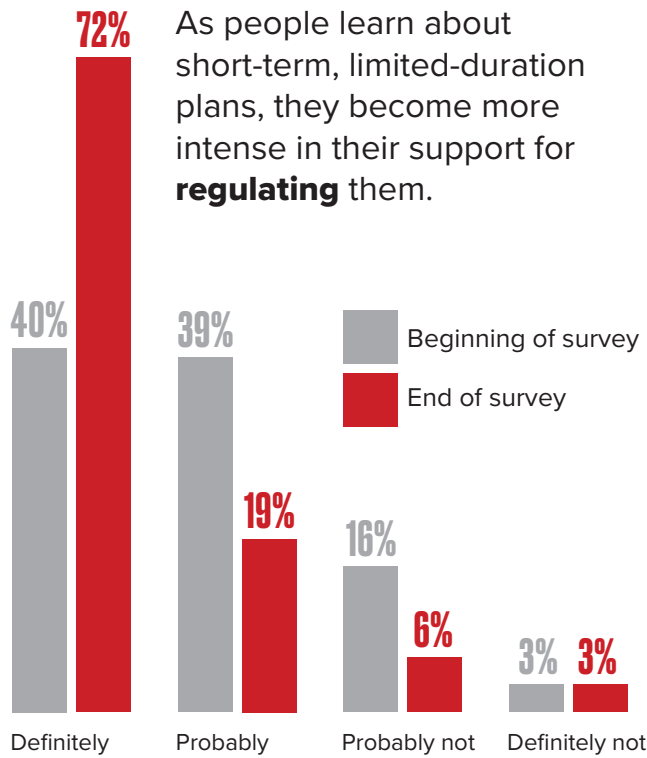


78% OF REPUBLICANS



77% OF INDEPENDENTS





say they would feel more **negatively** about their agent/broker if they sold them a short-term, limited-duration insurance plan.



Traditional Health Insurance

How does a short-term, limited-duration plan compare to traditional health insurance?

Short-Term, Limited-Duration Health insurance



MUST ACCEPT EVERY APPLICANT



CANCER PATIENTS PAY THE SAME PREMIUMS AS OTHER PATIENTS



PRE-EXISTING CONDITIONS COVERED



ESSENTIAL BENEFITS LIKE DRUGS AND HOSPITALIZATION COVERED



THERE'S A LIMIT TO WHAT PATIENTS MAY OWE FOR TREATMENT



**BEATING
CANCER
IS IN
OUR BLOOD.**

The mission of The Leukemia & Lymphoma Society (LLS) is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. Find out more at www.LLS.org