



August 15, 2008

Dear Friend of NCQA:

On behalf of the National Committee for Quality Assurance (NCQA), I invite you join us as a sponsor of our 3rd Annual Policy Conference. The event, entitled **The Road to Quality Health Care for All Americans**, will be held on December 5th. The conference explore ways to address the need for quality reform in the health care system and the roles of every stakeholder—health plans, providers, employers, consumers, and policymakers—in improving our nation’s health care system for the future.

As you are no doubt aware, the quality of Americans’ health care is at a crossroads. A recent Commonwealth Fund survey found 82 percent of Americans believe the health care system “should be fundamentally changed or completely rebuilt.” Behind this clarion call for reform is the continuing rise in health care costs. Since 2000, the cost of an insurance plan for a family of four has doubled to more than \$12,100 a year. This has led to an ever-growing number of uninsured Americans – nearly 50 million. And the quality of care we receive is, at best, uneven or—at worst—dangerous to our health.

What road shall the future of health care take? How will we collectively respond to this opportunity? Can we marshal this energy for change to effect real, lasting, positive reform on the American health care system? Or will we, once again, end up in gridlock?

A remarkable group of national and international health care leaders will address these questions and share their insights on how we can expand access, control costs, and improve quality. We will hear from the experts and policymakers – **including a representative of the newly elected President of the United States** – about how health care quality reform needs to be factored into any future debates held to determine the future of health care in this country.

I hope you will join NCQA as a sponsor for the 2008 Policy Conference so that together we can explore how to change America’s health care for the better. I look forward to seeing you on December 5th.

Sincerely,

Margaret E. O’Kane
President