

The NJ Main Street Alliance

Health Care Principles

Small businesses are the backbone of the U.S. economy, and the heart of communities across the nation. We create jobs, deliver essential goods and services, and build strong communities. But our current health care system is not serving small businesses.

To make health care work for small businesses, our employees and the economy, we need reform that fulfills the following principles – what we call “4 C’s”:

The “4 C’s” of Health Care:

Affordable Costs.

It’s not right that small businesses pay more for less in health care. We need affordable, predictable costs we can plan and budget for. And we need to level the playing field so small businesses can compete with large corporations that currently can offer better benefits for less.

Guaranteed Coverage.

Everyone should have good health coverage, whether you run a small business or a Fortune 500 company. You shouldn’t have to give up your health care to start a new business or change jobs.

Shared Commitment.

We can make health care work if everyone pitches in. As small business owners, we’re willing to contribute, but we can’t go it alone. It’s got to be a commitment shared with government and employees.

Real Choices.

Everyone should have a choice between private and public health insurance plans. If you like what you’ve got, you should have the choice to keep it. For small businesses that don’t have real choices now, offer the choice of a public health insurance plan. This would give us some leverage, encourage competition among insurers to drive down costs, and provide a guaranteed backup.

Owner Name		Signature		Date
Business Name		Business Type		
Phone		Email		
Address				Number of Employees
Are you willing to share your perspective on health care with the media? Yes / No				

Additional Notes