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BCBS of Louisiana has the audacity to claim that going from a Not-for-Profit membership owned organization to a For-Profit corporation will benefit the membership at large. I'd like them to quote some examples from the last 20 years where this kind of change actually benefited their membership. A for profit company has responsibilities to stockholders who demand a reasonable level of ROI. This means that they must retain enough of their income to payout as dividends or their investors will move their money elsewhere. A Not-for-Profit company has greater leeway in that they do not have to pay dividends and can therefore use that money to offset operational costs which keeps premiums lower. My prediction, this is a done deal, the higher ups in BCBS of Louisiana will pull the cord on their Golden parachutes or move to cushy, higher paying jobs with the new company and within 18 months there will be a "request" for a rate increase!