

Health Insurance Providers Addressing Rising Health Care Costs

Every American deserves access to affordable, comprehensive, high-quality coverage and care. But health care prices for medical care, prescription drugs, and other health care services and devices continue to escalate year after year. We all have a responsibility to work together to make coverage and care more affordable and accessible for everyone. Health insurance providers are committed to this mission and are taking concrete steps to address health care costs.

Fighting Skyrocketing Hospital Prices

One of the main drivers of health care costs is increasing consolidation among hospitals and hospital systems. Hospitals in highly concentrated markets can charge [higher prices](#) for medical services and have greater leverage to negotiate higher prices from health insurance providers, leading to ever-increasing costs for individuals and families.

AHIP, along with the American Benefits Council, the National Alliance of Healthcare Purchaser Coalitions, and the Blue Cross Blue Shield Association [joined Better Solutions for Healthcare](#), a diverse coalition of groups representing employers, consumers, and insurers. The coalition is dedicated to educating lawmakers on the importance of promoting hospital competition, reining in hospital price markups, and ensuring hospitals follow honest billing practices. Implementing these solutions will help lower health care costs for all Americans.

Addressing the Out-Of-Control Costs of Prescription Drugs

Drugmakers create life-saving treatments and breakthrough cures. But the problem is the price. Big Pharma alone controls their prices—and they alone can lower them for Americans today. But instead, they continue to raise prices year after year—even several times a year—making health care more expensive for everyone.

A major new AHIP [advertising campaign](#) calls out how Big Pharma spends millions pointing fingers at others in the health care system to distract Americans from manufacturers' soaring drug prices—attempting to deflect blame, limit competition, and undermine patients' bargaining power.

The truth: health insurance providers are Americans' bargaining power, negotiating for lower drug prices. When drug prices go down, consumers pay less.

Drug prices are out of control, and hardworking families feel the consequences every day. That's why health insurance providers are fighting to make drugs more affordable for all Americans.

The screenshot shows the AHIP website's header with navigation links: Advocacy, Professional Development, Events, News, Membership, Corporate Partnership, and About. The main content area features a large blue banner with the text "Reject Big Pharma's Drug Pricing Distractions. Protect Your Bargaining Power." Below this, a smaller text block states: "Everyone should be able to get the medications they need at a cost they can afford. But drug prices are out of control, and hardworking families feel the consequences every day." A video player is embedded below, showing a man's face and the text "REJECT BIG PHARMA'S Rx DISTRACTIONS". The video player includes a "Watch on YouTube" button and a "Watch later" link.

ABOUT AHIP

AHIP is the national association whose members provide health care coverage, services, and solutions to hundreds of millions of Americans every day. We are committed to market-based solutions and public-private partnerships that make health care better and coverage more affordable and accessible for everyone. Visit [AHIP.org](https://www.ahip.org) to learn how working together, we are Guiding Greater Health.