

For Immediate Release
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NEW WEBSITE DEMYSTIFIES DETAILS OF HEALTH LAW

Endowment for Health *resource gateway aimed at helping Granite Staters make sense of the Affordable Care Act and how the law affects individuals, families and businesses*

Concord, NH – A new online tool is available to the general public, offering reliable, easy-to-understand information about the new federal health law and its impact on individuals, families and small businesses. The *EH Pilot* gateway directs visitors to numerous federal and state resources. Compiled by the Endowment for Health, New Hampshire's largest health foundation, *EH Pilot* was developed in direct response to advocates and consumers who say they need better tools to help enhance understanding of the health law's many provisions.

"*EH Pilot* offers resources to help average people and small businesses navigate through the details of the health law and get a simple explanation of how it affects them on a personal level," said Endowment for Health Communications Director Karen Ager. "We've compiled what we believe are the most reliable, factual, and easy-to-understand tools and organized them so New Hampshire's people can make better sense of the new law," she added.

The site is searchable in a variety of ways, based on an individual's unique situation, including life cycle, how they get insurance and their health status. A robust Spanish language section is also available on the site as well as a Google Translator feature for other languages.

EH Pilot includes information from a variety of respected organizations, including NH AARP, NH Healthy Kids, the NH Department of Insurance and the NH Department of Health and Human Services. It also offers extensive links to national and federal resources. The links are intended to direct people to health law information, commonly asked questions and who to call for more information. A small business section is also offered, including a tax-subsidy calculator.

"We encourage the public to visit the site often and to share information with friends, family and colleagues when they find a piece that is particularly useful," she said. The site offers the capability to share resources via Facebook, Twitter and other social media sites. Resources will be updated on a regular basis as new information becomes available.

For more information go to: <http://endowmentforhealth.typepad.com/pilot/>

Or visit: www.endowmentforhealth.org and click on *EH Pilot*.

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The **Endowment for Health** was established in 1999. Since 2001, the Endowment has awarded more than 730 grants totaling more than \$31 million to support a wide range of health-related programs and projects in New Hampshire. For more information about proposal guidelines and funding priorities for the 2010 program year, visit www.endowmentforhealth.org