

Promoting ObamaCare — Pitching Celebrities

The administration is growing desperate to get the word out about how the Patient Protection and Affordable Care Act will work. Polls everywhere show that consumers, businesses and the medical industry are woefully lacking in solid information on how this all comes down.



Though we haven't seen a lot of polls on this, it can also be assumed that the insurance industry has its moments of confusion as well.

President Obama is asking celebrities to help get the word out. There was a meeting last week at the White House with singer Jennifer Hudson and actress Amy Poehler and reps for Oprah Winfrey, Alicia Keys, Bon Jovi and other Hollywood groups and musical acts and organizations.

The president thought the meeting important so he popped in to help with the pitch. Senior adviser Valerie Jarrett was in charge of the meeting and said, "President Obama underscored that the efforts of these artists will be especially helpful since young uninsured Americans (ages 18-35) are key enrollment targets for the new marketplaces."