

Who we are: Advancing Free Market Healthcare is an employer-led coalition with 70+ members across Wisconsin advocating for market-based healthcare reform.

The Problem: Healthcare is increasingly unaffordable. Rising costs are a tax on Wisconsin's economy that holds down wages, stifles job growth, and places excessive financial burdens on employers, workers, and taxpayers.

Mission: We amplify the collective voice of employers on health policy matters that impact employees, their families, and all healthcare consumers.

MARKET COMPETITION & CONSUMER PROTECTION

Eliminate Anti-Competitive Contracting Terms: Prohibit provider-payer contracts containing anti-steering, anti-tiering, gag, or most-favored-nation clauses that artificially restrict network flexibility, conceal pricing, and inflate patient care costs.

Merger & Acquisition Oversight: Provide additional transparency and scrutiny over healthcare provider mergers and acquisitions to prevent further consolidation of providers and local healthcare monopolies.

Ban Non-Compete Clauses: Abolish non-competes for physicians, advanced practice clinicians, and behavioral health providers to support clinician autonomy, local access, and foster a competitive market.

PRICE TRANSPARENCY & LOWER COSTS

Hospital Price Transparency & Honest Billing: Provide state enforcement authority for hospital price transparency. Establish upfront disclosure of facility fees and restrict facility fees exclusively to services delivered directly on a main hospital campus.

Lower Prescription Drug Costs: Enact comprehensive Pharmacy Benefit Manager (PBM) transparency, mandate full pass-through of drug rebates and manufacturer concessions to group health plans, prevent vertical monopolies, hold PBMs to a fiduciary standard, and require non-profit hospital pharmacies to disclose prescription drug markups through the 340B program.

Lower Workers' Compensation Costs: Ensure the implementation of the hospital-specific fee schedule adopted in the 2025-27 biennial budget and build off that foundation to adopt a comprehensive fee schedule.

DATA ACCESS & ACCOUNTABILITY

Employer Data Rights: Require health insurers, Third-Party Administrators (TPAs), and PBMs to provide employer-sponsored health plans with complete, HIPAA-compliant claims data, ensuring employers can audit health costs, satisfy federal fiduciary obligations, and design their plans to manage costs.

Strengthen Wisconsin's All-Payer Claims Database: Require payers to submit healthcare claims data to the Wisconsin Healthcare Information Organization (WHIO) to give employers marketplace-wide data to identify high-value care.

AI Accountability and Innovation: Promote the deployment of AI tools that advance a competitive, transparent, and consumer-driven healthcare marketplace. Ensure AI is not used in ways that increase costs for employers and patients, including through upcoding and increased coding intensity without corresponding improvements in patient care.

HIGH-VALUE CARE & PATIENT CHOICE

Support Direct Primary Care (DPC) & Independent Providers: Exempt DPC providers from insurance regulations, remove administrative barriers, and prohibit consolidated health systems from forcing DPC patients to duplicate diagnostic imaging and labs or undergo redundant 'in-system' primary care visits.

Protect Alternative Sourcing of High-Value Care: Protect employers' statutory flexibility to pursue high-value care delivery models without anti-competitive interference. This includes alternative drug sourcing, incentivizing the use of mail-order drugs, direct provider contracting, and onsite/near site clinics.

Employee Retirement Income Security Act (ERISA) Preemption: Exempt self-funded employer health plans from state mandates preempted by the federal ERISA. This preserves the employer's ability to design, fund, and manage innovative health plans.