



## HEALTH CARE REFORM ENGAGEMENT SYMPOSIUM

### **Lynn Quincy**

Lynn Quincy is Director of the Health Care Value Hub at Consumers Union, the policy and advocacy division of Consumer Reports. The Health Care Value Hub is a new center that monitors and synthesizes evidence to help advocates work on health care cost and value issues. More generally, Ms. Quincy works at the federal and state levels on a wide variety of policy issues, with a particular focus on health care costs, transparency, consumer protections, and consumers' health insurance literacy. Recent work includes: convening a conference for advocates on rising health care costs, a mixed methods study to better understand how to better engage consumers around health care cost and value issues, consumer-testing explanations of the new health premium tax credit; studying consumer reactions to new health insurance disclosure forms; launching an initiative to measure consumers' health insurance literacy; and a study that examines the use of "choice architecture" in health plan chooser tools. Ms. Quincy serves as a consumer expert in several venues, including as a consumer representative with the National Association of Insurance Commissioners, on a technical expert panel advising the development of new enrollee satisfaction surveys, and on an advisory group that focuses on consumer price transparency.

Prior to joining Consumers Union, Ms. Quincy held senior positions with Mathematica Policy Research, Inc., the Institute for Health Policy Solutions and Watson Wyatt Worldwide (now Towers Watson). She holds a master's degree in economics from the University of Maryland.