Dear <Reporter/Editor/Producer>,

As <your title> of <your company>, I'd like to take this opportunity to introduce myself. I’ve been in the health insurance industry for <number of years> and am active on the <legislative council/media relations committee/board leadership> for the <Chapter> Association of Health Underwriters.

In this capacity, I stay abreast of health care reform implementation and insurance-related issues, trends and concerns. Furthermore, as a liaison between the insurance carrier, the employer and the consumer, I can offer insight and a unique perspective into the concerns related to health coverage.

I would be pleased to serve as a local resource for you or any of your colleagues as you are developing stories on health care policy and insurance issues. <Provide relevant information about your professional experience that would contribute to your knowledge of the industry.>

Some of the topics I am knowledgeable about include:

* <Any topical issues that are currently in the news>.
* Healthcare reform implementation
* Federally facilities exchange
* State exchange enrollment and subsidies
* Individual coverage through the exchange
* Role of health insurance agents and brokers
* Effects on local businesses and employer coverage
* Containing health care costs
* Preserving Medicare

I will call in the next few days to introduce myself personally and discuss possible topics of interest for your <publication/program>. In the meantime, don't hesitate to contact me if a background briefing would be helpful or if you are working on a specific story.

Sincerely,

<Name>, <Title>

<Chapter> Association of Health Underwriters

<Phone>

<Email>