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**CANCER SURVIVOR**  
**Doug Ulman**  
 Doug Ulman is a three-time cancer survivor and president of the Lance Armstrong Foundation.

THE DAILY DOSE



**White House sends out invites for summit**  
 The White House issued its formal invitation to Republicans to attend a health care summit on Feb. 25, calling it "the next step" in health-care reform.

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What WERE They Thinking??

Throughout history, there are examples of clearly bad choices about which are endlessly asked, "What WERE they thinking?" New Coke; auto company execs taking private planes to Washington to ask for bail-out money; the mullet; Gigli.

But the Anthem Blue Cross decision to raise customers' rates by as much as 39 percent may set a new record in tone deafness. Were they oblivious to the reform conversation that's been going on these last nine months? Did they think no one would notice?

An insurer rolling out a hefty rate hike during a time when the nation is focused on insurance horror stories may illustrate why reform is necessary. If the industry is so out of touch or so heedless of what the rest of America is thinking, we can no longer buy the argument that they're acting in good faith, particularly in California where the economic crisis has arguably manifested itself more harshly than anywhere else in America.

BY DOUG ULMAN | FEBRUARY 18, 2010; 5:42 PM ET | CATEGORY: [HEALTH CARE REFORM](#)

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