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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



#### The Rundown

House Democrats approved a far-reaching overhaul of the nation's health system in a sweeping victory for Obama, Pelosi.

Interactive: [What does the bill mean for you?](#)  
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## The health care whipping boy

Certainly the insurance industry bears a hefty amount of blame for Americans' dissatisfaction. Too many of us have heard too many stories -- especially in the cancer community -- of lifesaving treatments being declined for coverage and people being dumped by their insurer when they get sick. That kind of bad karma and terrible PR is tough to recover from as time goes by. In the minds of millions, the industry as a whole is perceived as heartless, callous and focused only on profit. (Recent bone-headed moves by some insurers, like hiking rates more than 30 percent at a time when the reform effort is daily front page fodder, didn't do much to help.)

Was the insurance industry unaware of this perception or did they simply not care?

Regardless, it's coming home to roost now. Insurers are being vilified by President Obama and, rightly or wrongly, the blame for just about everything that's wrong with our health-care system is being laid at their feet. Insurers have become the whipping boy of the reform effort, even though escalating drug prices and the inefficiencies inherent in our health-care system can hardly be blamed on them.

BY DOUG ULMAN | MARCH 11, 2010; 4:14 PM ET | CATEGORY: [HEALTH CARE REFORM](#)

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