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## **Purple Health Plan: Liberal Aims, Market Means**

By David Hogberg, Investor's Business Daily | April 7, 2011

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Red and Blue partisans have been at odds over ObamaCare, but Boston University economist Laurence Kotlikoff hopes to blend their ideas under the Purple Health Plan.

His proposal seeks to achieve the liberal goal of universal care via a market-oriented voucher. Several prominent Nobel Prize economists have endorsed the Purple Plan, including George Akerlof and Thomas Schelling.

"We need to look at it as what are we trying to achieve, what's the social consensus, and what's the most efficient way to provide it," Kotlikoff said. "Everybody should have a basic plan — I think most Democrats and Republicans can agree on that."

<http://www.investors.com/NewsAndAnalysis/Article/568521/201104071902/A-Purple-Cure-For-ObamaCare-.htm>