

National Health Care Reform 2009

--A Quick Course--

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Memory Lane

- **1912-1915 Bull Moose, Progressives**
- **1920's modest ideas = "Socialized medicine"**
- **1934-1939 NHI and the New Deal**
- **1945-1950 NHI and the Fair Deal**
- **1960-1965 The Great Society: Medicare and Medicaid**
- **1970-1974 Competing NHI Proposals**
- **1976-1979 Cost-Containment Trumps NHI**
- **1992-1994 The Health Security Act**

Source: <http://www.kff.org/healthreform/upload/7871.pdf>

The Case for Reform

Cost – ever upward

- Premiums rising at many times rate of wages
- co-pays, gaps in coverage
- cost of care
 - inflation: drugs, services, devices, specialists
 - insurance co. profits
 - cost shifting for uninsured

The Case, cont.

Loss of control and choice

- Ins. company vetoes care
- Employer raises employee share
- Ins. co or employer narrows coverage
- Employer drops coverage
- Ins. co refuses coverage (pre-existing condition, age, being a woman)

The Case, cont.

Uninsured

- 47 million
- Private sector losing; public keeping it even
- Low income (able bodied adults, noncitizens)
- Young adults
- Self employed older adults
- Pre-existing condition

The Policy Options

- Public/private (Mass. Ideas, Obama, Baucus)
 - Expand public covg. for low income
 - Subsidize covg. for middle income
 - Public health ins. plan for competition and guaranteed affordable choice – mandates?
 - Regulation of insurance industry (pre-ex); price controls; pooling; reinsurance
 - Quality and system reforms (HIT, comparative effectiveness)
- Single Payer
- Health savings accounts, association plans
- Eliminate tax break and employer based (Wyden)
- Funding?

The Argument

- 95% of voters are insured – for most audiences the pitch is to them and not about the uninsured
- Cost, peace of mind, choice, control – a public health insurance plan is key
- Anger, not fear
- Women
- Small business

The Words

www.herndonalliance.org

Words to Use

Quality affordable health care
American solutions
A choice of private and public plans
Choice and control
Giving security and peace of mind
Fair rules
Sliding scale, pay what you can afford
Prevention
Guaranteed
Government as a watchdog, ensure a fair playing field
Affordable health plans
Smart investments, investing in the future

Words to Avoid

Universal health care
Canadian Style Health care
Medicare for All
Competition
Government health care for all
Regulations
Free
Wellness
Required
Public or Government health care
Basic health care
Inexpensive

Opposition Arguments

- Socialized medicine
- Washington bureaucrats getting between me and my doctor
- Rationing, waiting lines
- Fear of losing quality
- Public cost
- Bad for small business

Status

- Obama means to do it – budget proposal has \$640B over ten years as downpayment
- ARRA (stimulus) tees it up
- Baucus plan, a lot like Obama's
- Kennedy plan in the making; others
- Bi-partisan conversations on the Hill
- June or July it will start to move
- Early indication may be budget
- Opposition beginning to show hand; Illinois table setters

Organize -- unify

- Health Care for America Now – US Action
- Herndon Alliance
- Divided We Fail -- AARP
- Single Payer groups
- Faith groups
- Messages and stories
- Make the delegation perform
- Make it poll strongly