



Tennessee Health Care Campaign

Working for Guaranteed Affordable Choices

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points to consistently make about why health care reform is needed:

1.) Affordable; 2.) Peace of mind; 3.) You can keep what you have;
4.) No more rip-offs; and 5.) We can't wait!

1.) Affordability: Health care costs are going through the roof, wages are stagnant and more and more people just can't afford coverage. Meanwhile insurance company profits are up and their CEO's get millions of dollars in bonuses. Fixing our health care system will bring much needed public oversight of an industry that makes all the rules and all the money. Health care reform means taking control of the greed and waste that has resulted in an inefficient health care system.

Reform means taking care of the health and well being of hard working Americans and our families with a fair, competent, affordable, and sustainable approach to our health system.

2.) Peace of Mind: Americans once believed we had a health care system we could count on—but no longer. The stories are all too familiar. Your neighbor discovers a lump in her breast but can't afford treatment. Your son's friend doesn't qualify for health coverage because he has been diagnosed with diabetes. Your auto mechanic has closed his garage because he can't afford the skyrocketing health care costs. Reforming the health care system means eliminating our fears and providing peace of mind for hard working Americans and their families. **It means health care you can count on when you need it.**

3.) If You Like It—You Can Keep It: Health care reform means better choices and options for all. You have the choice to keep your doctor, your hospital and even your health insurance plan if you like it. There will be the **choice of a public health insurance plan which will bring down costs, make coverage affordable, force private health insurance companies to compete and guarantee that quality, affordable coverage will always be there for us when we need it.**

4.) No More Insurance Company Rip-offs: Health care reform will finally provide strong public oversight that is on our side and will set rules that are fair for our families and our businesses. **Health care reform means a tough and fair watchdog to make sure insurers treat us and our families fairly.** A watchdog that finally stops the insurance companies from denying hard working Americans coverage for pre-existing conditions like cancer.

5.) We Can't Afford to Wait: As President Obama has indicated many times – to get our economy back on track, we must fix our broken health care system. Americans are working harder yet struggling more to pay health care costs and make ends meet. Health care costs have more than doubled in recent years while wages are stagnant. Small businesses are the engine of our economy and they need help with providing access to affordable, quality health care.

We can't wait. Now is the time to fix the system so we have quality, affordable health care for all Americans.





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more points to use when promoting reform and countering objections:

- 1) **The time is now.** When Wall Street collapsed we were told we taxpayers had to support a \$700 Billion bailout. Now we --the middle class working families-- need our broken health care system fixed. America's working families are struggling to pay health care costs and make ends meet. But we are being told we cannot afford health care reform, and we need to wait. This just doesn't make sense. Now is the time to fix the system so we have quality, affordable health care for all Americans.

- 2) **Small businesses are the engine of new job growth in our economy.** In fact, they generate half of America's Gross Domestic Product and two-thirds of new jobs every year. During these tough economic times, we must ensure that we keep America's small businesses strong. This means fixing our health care system to ensure that small businesses have access to affordable, quality health care coverage.

- 3) **We are all paying too much, now.** The number of uninsured Americans is currently over 47 million and rising. The amount of uncompensated care to the uninsured – at \$56 billion -- increases the cost of health care and insurance premiums for all of us. We can't deny people critical care, but it would be more cost effective if everyone had affordable coverage and preventive care. The current path is not sustainable and we're all paying the price – we have to start fixing this problem now.

Here are some of the biggest objections to health care reform, Consider each and then decide which of the points above would be useful in countering each objection.

1. Voter cynicism that Congress won't act.
2. Among men, that health care reform will interfere with fixing the economy. They want to fix the economy first.
3. Among women, concerns about scarcity. They are worried about incorporating all of the uninsured and losing what they currently have.
4. Concern about who will pay for reforms and what it will cost to cover the uninsured when rising costs are bringing voters to the table.
5. Voters are worried about the wrong kind of change. In 3 out of 4 of the focus groups, participants said they were more worried about the wrong kind of change. They want to keep what they have and make their own choice when they change.