

Policymaker Messaging Guide:

How to Talk About What People Want From The Health Care System



Overview

United States of Care is building a better future for the health care system. We champion fair and commonsense policy changes to meet people's urgent needs. Based on what people need and want from the system, we have created a one-of-a-kind roadmap of four core goals and targeted solutions to the most pressing and urgent challenges people face with the health care system. USofCare drives change at the state and federal level, in partnership with people, business leaders, health care innovators, fellow advocates, and policymakers. Together, we build and advocate for new solutions to our shared health care challenges — solutions which people of every demographic tell us will bring them peace of mind and make a positive impact on their lives.

The following recommendations for talking about the health care solutions people want prioritized are based on public opinion research and open listening with thousands of people across the country commissioned between 2019 and 2022.

Building An Effective Health Care Message

1 State the Objective

All people deserve to have access to quality affordable health care regardless of their health status, ability, social need, race, ethnicity, sexual orientation, income, or where they live.

2 Define the Problem

Our current profit-driven health care system isn't meeting people's needs. Far too many people fear going into debt or financial ruin because they or a loved one gets sick. We need to make targeted changes.

3 Describe the Solutions

- ★ We must advance targeted and commonsense solutions that put people at the center of our health care system, not profits.
- ★ People want the certainty that their health care will be affordable, that their coverage will be dependable and there when they need it, that their health care is personalized, and that the system is easy to understand and navigate.
- ★ As I've listened to constituents and reviewed what's possible and needed in our state, I know that the policies I plan to lead on are aligned with what will impact people most, preserve the high quality and choice we have in our current system, and bring them peace of mind.
- ★ At the state level we can act immediately to expand eligibility for public health insurance programs, provide new low-cost coverage options, and eliminate out-of-pocket costs for basic health care services.



Additional Background For Talking About Core Goals For the Health Care System

GOAL 1: People have the **certainty** that they can **afford** their health care.

Across the country, cost remains the top concern. People want to get the care they need without fearing that they will go into debt. When it comes to making care more affordable, we focus on solutions that can reduce direct cost to patients while being intentional about the costs to the overall system - making coverage more sustainable and practical long-term. At the state level, eliminating out-of-pocket costs for basic health care services is a critical place to start.

GOAL 2: People have the **security and freedom** that **dependable** health care coverage provides as **life changes**.

Far too many people cannot count on their coverage. People are concerned that changes in their job, age, or health status, among other things, could cause them to lose their coverage. We need to ensure that people can afford their insurance plans, and know that it will cover their needs and the needs of their family. At the state level, establishing new low-cost coverage options and expanding eligibility to programs like Medicaid put us on the path to achieving this goal.

GOAL 3: People can get the **personalized** care they need, **when and how** they need it.

While people value the high-quality care and ability to make choices that we have in the U.S. health care system, they often don't feel that they are receiving "personalized" care that meets their unique needs or treats them as a whole person. Solutions that we should look at down the line to help achieve this goal include providing support to caregivers of loved ones at home, requiring coverage of mental and physical health to be the same, providing better maternal and newborn care, making it more convenient to get care, and ensuring people can get care virtually.

GOAL 4: People experience a health care system that is **understandable** and **easy to navigate**.

The sheer complexity of our system can prevent people from getting the care they need. Too many people feel they are on a solo journey to understand the system and are forced to create hacks that help them make their way through it. Solutions that we should look at down the line to help achieve this goal include providing more transparency for how costs are set and increasing availability of trained people who can help others walk through their health care needs.