

Health Care for **ALL** Oregon

HCAO Talking Points

These key phrases should be used repeatedly as we build the movement. Additional resources and background information are available at www.hcao.org and www.pnhp.org

Included here is a set of basic arguments in support of Health Care for all which have been identified as the most persuasive messages. These are statements to use throughout our campaign to build support. The basic message is on the left, some reasoning behind the message and examples for expanding on the message are in the right column.

What we say	Why we say it
<p><u>Health Care is a Human Right</u></p>	<p>This is the core element of our movement, and a core belief held in common among a broad spectrum of voters. This is our central statement and should be used throughout. We are not seeking so called "Cadillac" coverage, but rather just to ensure that everyone is able to have timely and good quality essential health care without financial ruin.</p> <p>Everybody should be getting the same comprehensive benefits for quality health care, regardless of age, employment, health history, or income. Yet today, thousands of Oregonians and their families are still denied this basic human right. It's fair; it's just; it's equitable. It's the right thing to do.</p>
<p><u>Put public good ahead of corporate greed!</u></p>	<p>Voters are rightly upset about big insurance companies, and know that we should be getting a better outcome for our health care dollars. Recent studies have quantified the huge gap in administrative overhead in the US above what other countries experience because of our for profit health care system.</p> <p>Health care is not a marketplace; patients are not commodities. Insurance companies' determinations are based on financial goals not the health care needs of their customers. With comprehensive Medicare for All there is no middleman who adds great cost to the health care system without adding value. Let's work for health care, not health insurance.</p> <p>Let's put public health ahead of corporate greed! Stop big insurance companies from siphoning money off in profits, expensive advertising campaigns and big CEO payouts.</p>

<p><u>Simple & Affordable.</u> Medicare for All. Simple and straightforward.</p>	<p>Voters will reject a system if they feel it is overly complicated or too expensive. The great thing about what we propose, is that it will make the entire health care system much simpler and yield massive savings in administrative overhead. Individuals seeking care and medical professionals providing care will find the entire process to be simpler and easier to navigate.</p> <p>With improved Medicare for All, one plan would cover all medically necessary procedures: There would be no deductibles, no co-pays, no unexpected out-of-pocket expenses. Everyone would be eligible for health care when they need it: no small print; no complicated choices; no networks. It's simply the best option. Medicare is widely recognized and supported by the voting population, so using Medicare for All as the simplest explanation of what we propose draws on that widespread recognition and support.</p>
<p><u>Jobs</u></p>	<p>We need to create good jobs without worrying about how to insure employees. Other industrialized countries have these abilities now. We need to be able to start and grow our businesses as easily as in other countries, so that America can compete on the global market.</p> <p>Freeing small business owners from having to act as health insurance administrators, and reducing the burden of high insurance premiums, would enable Oregon businesses to become much more competitive in the global marketplace and would enable an economic boon to the state.</p>
<p><u>Freedom of Choice</u> Freedom to change jobs. Freedom to strike out and start your own business. Freedom to retire. Freedom to choose your doctor.</p>	<p>Many individuals would choose to retire, start their own business, return to school, or work for a new small business, if they knew they could leave their current job without losing health insurance. This is an aspect of freedom that resonates strongly and should be emphasized.</p> <p>Oregon residents would be free to choose their doctors, and the doctors would be free to practice good medicine without the constant denials of coverage from big insurance companies.</p> <p>The concepts of freedom of choice, and freedom for medical professionals to practice draw strong support. Those aspects of Medicare for All should be emphasized. "Free yourself and your doctor from big insurance companies."</p>
<p>Gain <u>accountability and transparency</u> in health care spending.</p>	<p>The system would be fully accountable in that funds would be in a trust separate from any other state revenues and the legislature would be prohibited from using the money for any purpose other than health care services for Oregon. The cost of every medical procedure or prescription drug covered by the plan would be publicly available and clear to understand. Accountability and transparency builds faith among the voters that the system will be well run and effective</p>