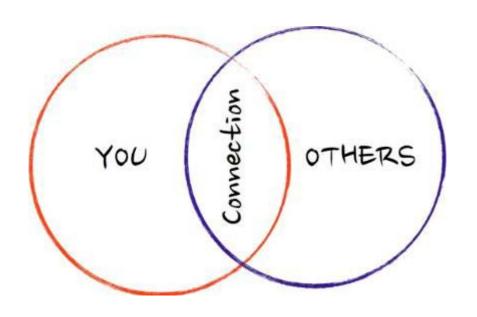
How to talk about health care in Florida

Messaging best practices

Developing a rapport



- Know your audience.
- It's easier to speak to a group of friends than to strangers.

Core Message

- The one simple argument you want the audience to remember an hour after hearing an interview with you.
- Getting the core message across is the primary goal of any interaction with media.

Get Straight to the Point

• Regardless of the question, the first thing you say should be your core message – you may not get another chance.

ABCs of Staying on Message

- **Agree** with a shared concern: "You're absolutely right that..."
- **Bridge** to your point: "That's why..." or "What we're seeing is..." or "The good news is..."
- Convince your audience: end strongly on core message.

Enrollment

Setting the stage

Florida leads Obamacare enrollment

Nearly 944,000 people signed up for health care through federal exchanges during the latest enrollment period, which ran from Feb. 23 to June 30, with the largest number coming from Florida, according to data released Friday by the Center for Medicare and Medicaid Services.

-- Orlando Sentinel, 8/14

Goals

- Higher consumer satisfaction with their Marketplace coverage and overall experience.
- Greater consumer engagement and understanding of the process (better-informed consumers expect to keep their coverage and renew coverage at higher rates).
- Greater continuity of coverage and care (which is associated with better health outcomes).

General Messaging

- The next open enrollment period begins November 1 to offer families the peace of mind and security of health coverage, knowing that they're not one broken bone or unexpected illness away from bankruptcy.
- Free, in-person assistance will be widely available to help educate the uninsured on their new options in the Marketplace and the financial help they may qualify for.

Step one: lay out the facts

- All plans offered through the Marketplace must cover the important benefits, including doctor visits, hospitalizations, maternity care, emergency room visits, prescriptions and more.
- No one can be denied coverage because they are sick or have a preexisting condition like asthma, diabetes or even cancer.

Step two: address motivations and barriers

- Financial help is available. There is no sales pitch or fine print, just side-by-side comparisons of each plan.
- And you can talk to an expert for free by phone, online or in-person who will help you choose a plan that's right for you.

Step three: finally the security you need

• Here's what's important: No one should ever have to worry that a broken bone or unexpected illness will lead to bankruptcy. For the Floridians who currently lack health insurance, the new health insurance options will be there to cover the care they need and provide security for their families.

Four key messages to reach most uninsured

All insurance plans will have to cover doctor visits, hospitalizations, maternity care, emergency room care, and prescriptions.

You may be able to get financial help to pay for a health insurance plan.

One of these = top message for 89% of population

If you have a pre-existing condition, insurance plans cannot deny you coverage. All insurance plans will have to show the costs and what is covered in simple language with no fine print.

Tips for talking about both new enrollees and renewals

- 1. Simplify. Assure consumers the process is easy.
- 2. Emphasize opportunity for financial help. Even if a consumer is already receiving financial help for their plan, everyone should "check to see how much financial help they can receive."
- 3. Emphasize "newness" of plans. Consumers will be motivated by new opportunities, e.g. "this is a new way to find health insurance," and "new plans may be available."
- 4. Remind them that help is available. Both new enrollees and those renewing coverage may need help with the process.
- 5. Mobilize to action. Deadlines are motivating and will ensure people don't lose coverage.

Medicaid Expansion

Setting the stage

House creates select committee to target health costs

House Speaker Steve Crisafulli is creating the Select Committee on Affordable Healthcare Access. Chaired by Rep. Jose Oliva, R-Hialeah, the likely future House speaker, the committee has been tasked by Crisafulli "to explore policy options to reduce the cost of health care for consumers and improve the transparency of health care information, make recommendations for legislative action, and propose legislation to implement those recommendations."

Setting the stage

Killing Medicaid expansion

State Sen. Don Gaetz believes support in the chamber for a Medicaid expansion bill is waning. "I told [Senate President Andy Gardiner] it was my view that a coverage expansion bill would not fare well in the Senate this year," Gaetz, a Republican from Niceville said.

-- Politico, 9/8

Economic frame

- Examples: cost savings, job growth
- Audiences: moderate policy makers, chambers and other business associations, small businesses, hospitals, health care providers

Personal frame

- Examples: people's lives, financial security, health outcomes
- Audiences: social justice advocates, progressive policymakers, people in the gap, faith leaders, and potential activists

Topline messages

Example:

By closing the Florida Coverage Gap we can realize the full promise of the Affordable Care Act – an historic reform having lifesaving impacts on real people every day right here in Florida.

Name the people in the gap

- Use "nearly a Million" as your number.
- Hardworking families, students, veterans, home health aides, child care workers...

Example:

Nearly a million working moms and dads, veterans, students, unemployed workers, and others are stuck in the Florida Coverage Gap.

Security of coverage

• A poll conducted in 2013 by ACS CAN found that this moves people from on the fence to our side.

Example:

Hard working Floridians deserve the security of knowing they can see a doctor when they need to, without facing the fear of enormous medical bills.

Accepting funds vs. turning down

• Link this to "commonsense" message

Example:

Accepting funds to cover nearly a million uninsured Floridians is a commonsense solution to a problem Florida doesn't have to be facing.

Uninsured in ER

- Extremely effective point for us, instinctively trusted by the public
- Public know uninsured people in ER cost taxpayers money
- Can also mention here about reducing the burden on Florida hospitals, overcrowding of ERs

Tax dollars

- Tax dollars going to other states, not coming to Florida, wasting our tax dollars.
- Good message with moderate audiences.

Example:

If we don't accept this opportunity in Florida, our tax dollars will go to pay for other people's health care in states like Arkansas and New York, while too many Floridians still can't get the care they need.

Medicaid vs. coverage gap

- Whenever you can say health care or "coverage gap" instead of Medicaid, it is best to do so.
- If you can't effectively explain your point and make this substitution at the same time, then it is better to go ahead and use the word Medicaid.

Integrating Marketplace and Medicaid messaging

Integrating Marketplace and Medicaid messaging

Research studies have repeatedly demonstrated that health insurance coverage enables people to live healthier lives, reduces premature deaths, and improves financial stability for consumers.

Thanks to the tax credit subsidies available under the Affordable Care Act, 1.3 million Floridians have health insurance that they purchased on the Marketplace and are enjoying these benefits.

Our legislature and governor now need to take action to improve health and health care access for nearly a million Floridians in the coverage gap by expanding access to health care.