

American Health Care Reform

History of Ideological and Political Failure

Qwest Leadership Conference
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American Attempts

- Committee on the Cost of Medical Care: 1932
- Roosevelt dropped it from Social Security
- WW II: Employers offer health insurance in lieu of wages
- Truman's plan failed
- Kennedy's plan failed with his death
- Johnson passes Medicare and Medicaid
- Nixon's plan fails with Watergate
- Clinton's plan failed
- None of current proposals will pass as constituted

Why Constant Failure?

- Public Confusion, so Divide and Conquer wins
- Reform proposals ideological and partisan
- Stakeholder opposition—AMA to PhRMA
- Employer and labor opposition
- Complexity of “System”
- Public held at arm’s length
- No one trusted voice--yet

Complexity

- Benefits defined by employers
- Employers contract with insurers
- Large corporations governed by ERISA
- Small employers regulated by state
- Union Trusts and labor negotiations
- Public Health programs at state and county levels
- Medicare and rate structure
- Medicaid—State and Federal
- 47 million uninsured
- 1300 companies offering health insurance

Consequences of Complexity

- Stakeholders define problem from their view
- Every group has a different definition of what is wrong and who the enemy is
- Health Care as compensation creates use it or lose it mentality
- No one trusted voice
- Lots of deep pocket opposition
- Enough of what is said, rings true

What Other Countries Do

- Government run health care: Britain and Italy
- Shared responsibility: Germany, France and Japan
- Canada
- Australia

Eliminated Administrative/Management
complexity

CodeBlueNow!

- National, nonpartisan, coalition building organization—501©3
- Using Consensus building approach to health care reform



Our History

- Formed in 2003 from a National Contest
- 2004 and 2005 Built Infrastructure
- 2006 Pilot Project in Oregon
- 2007 Market Research in Iowa and WA
- Funding from individual private citizens and foundations
- 2008: Pulse Partners; Spreading Results
- Goal: 2010 A Bipartisan Voters' Health Care Platform

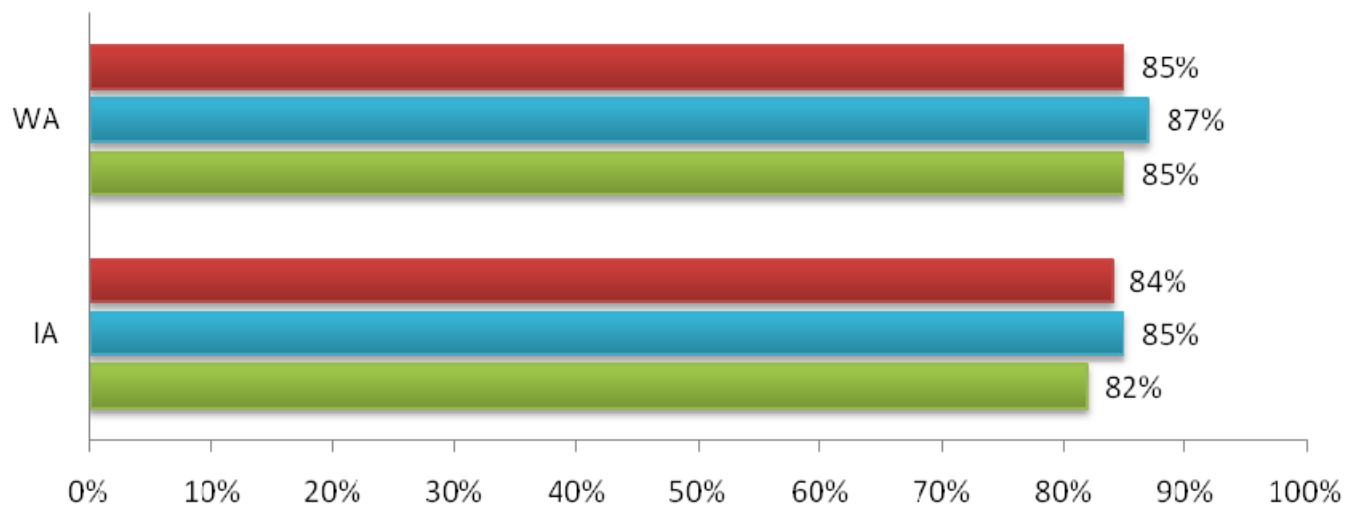
Consensus, Common Ground Exist

- Accountability: Public Reporting/Outcomes
- Equity: Universal Coverage/Core Benefits
- Choice: Any licensed provider
- Affordability: New financial incentives
- Information: Costs, benefits, outcomes
- Prevention over high tech cures
- Shared responsibility: Employer, individuals, government
- Efficiency: Enough money if well managed

Transparency

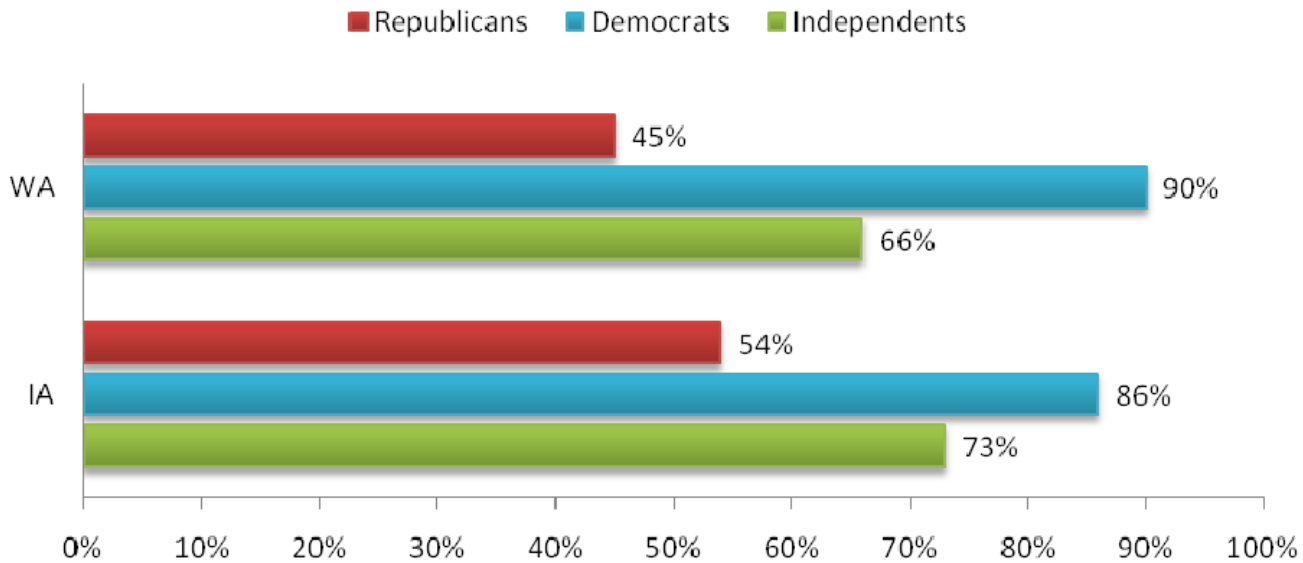
Health care professionals should be required to give patients information about costs and benefits of treatments and services so people can make good decisions.

■ Republicans ■ Democrats ■ Independents

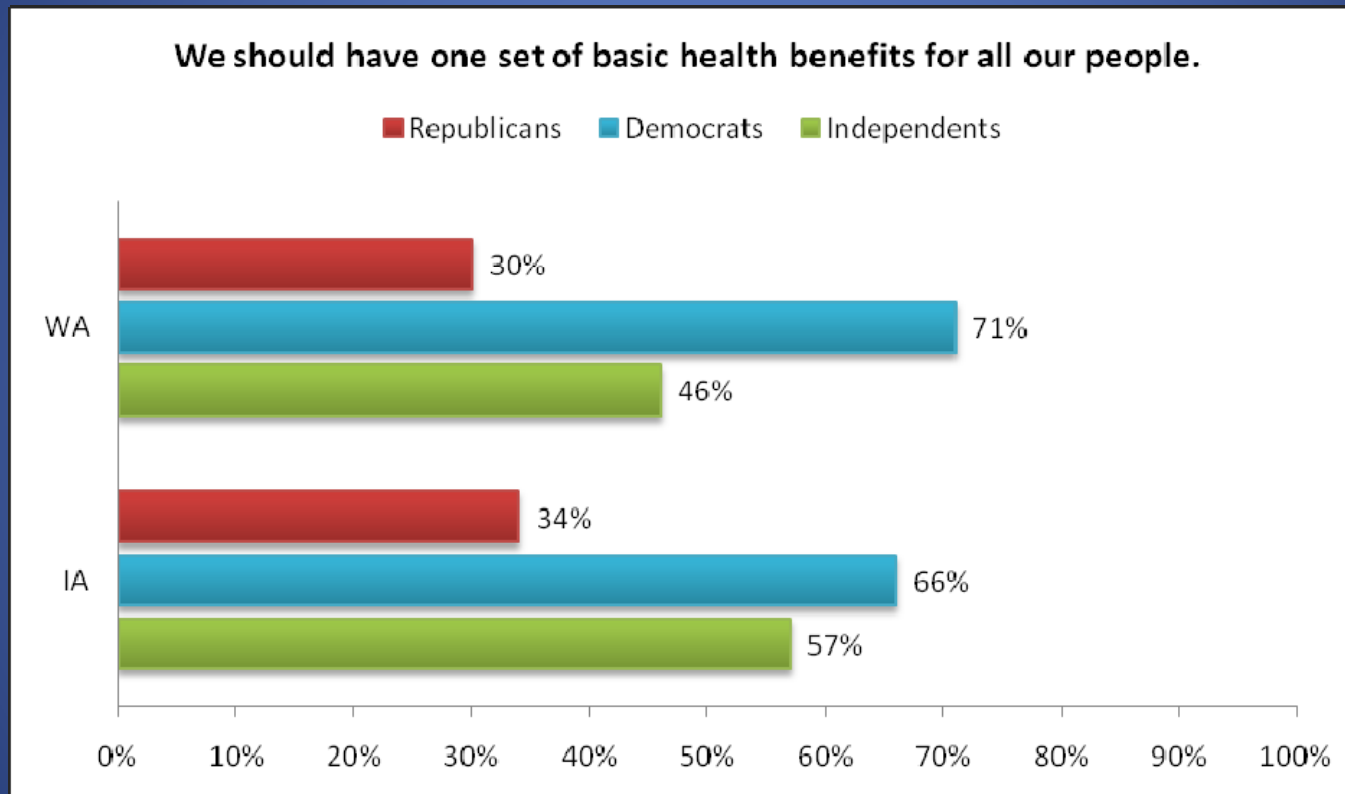


Universal Coverage

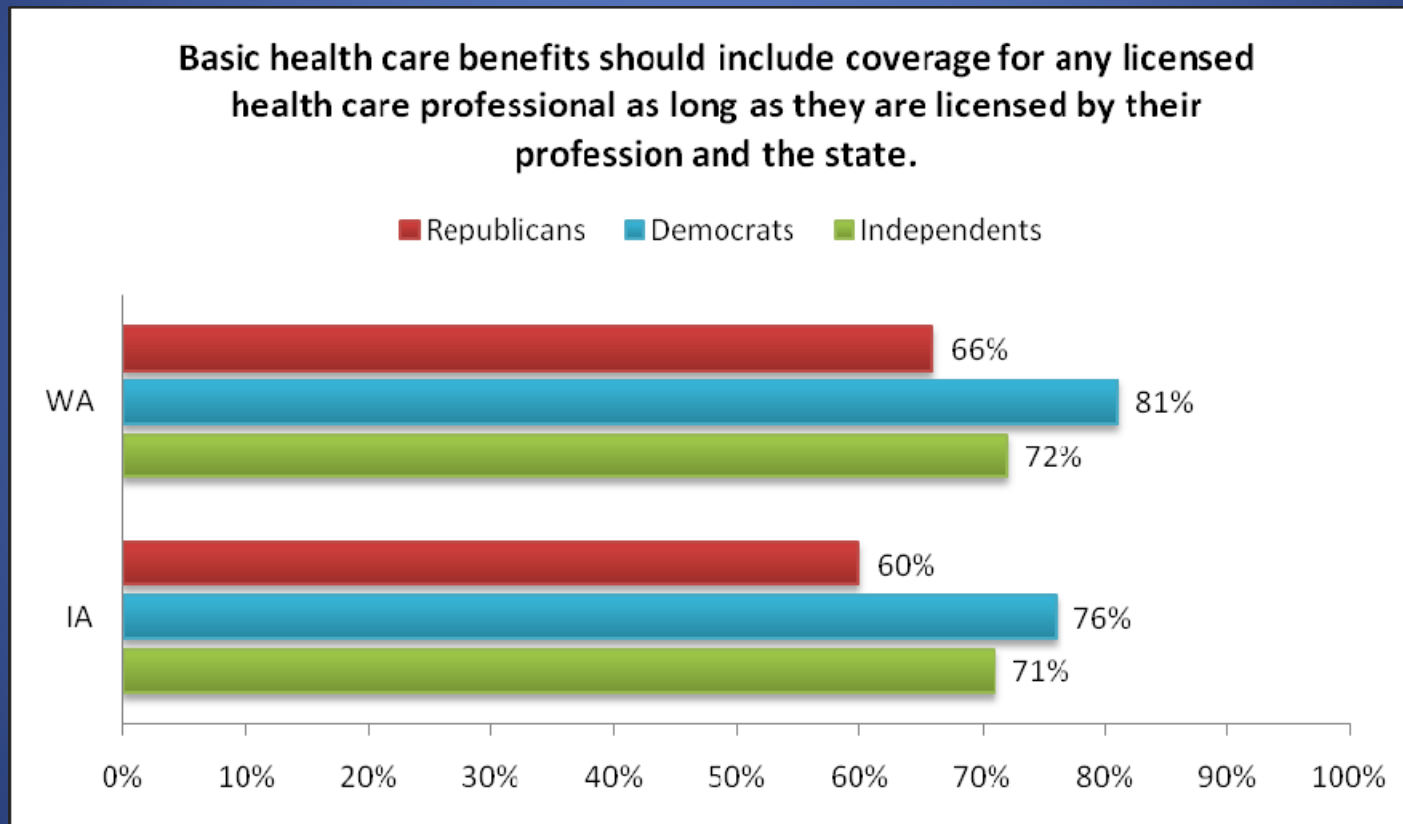
We must make sure that every person in America has health coverage to assure affordable access to the health care services they need.



Basic set of Health Benefits



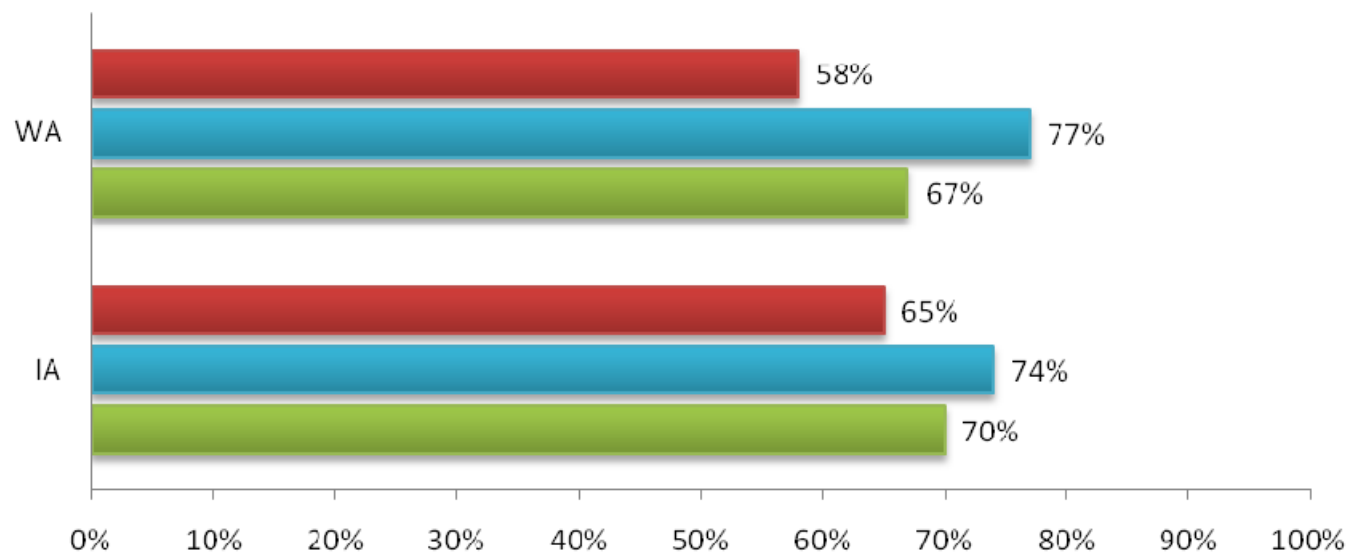
Any Licensed Health Care Professional



Prevention

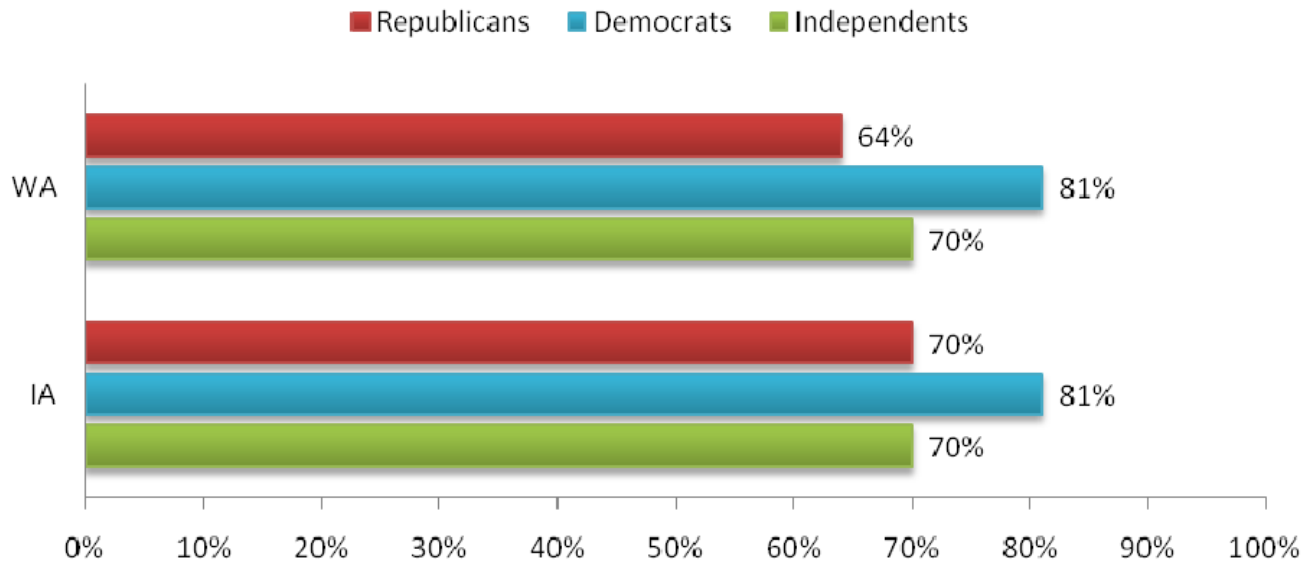
Health care services should stress preventing disease rather than relying on high technology cures.

■ Republicans ■ Democrats ■ Independents

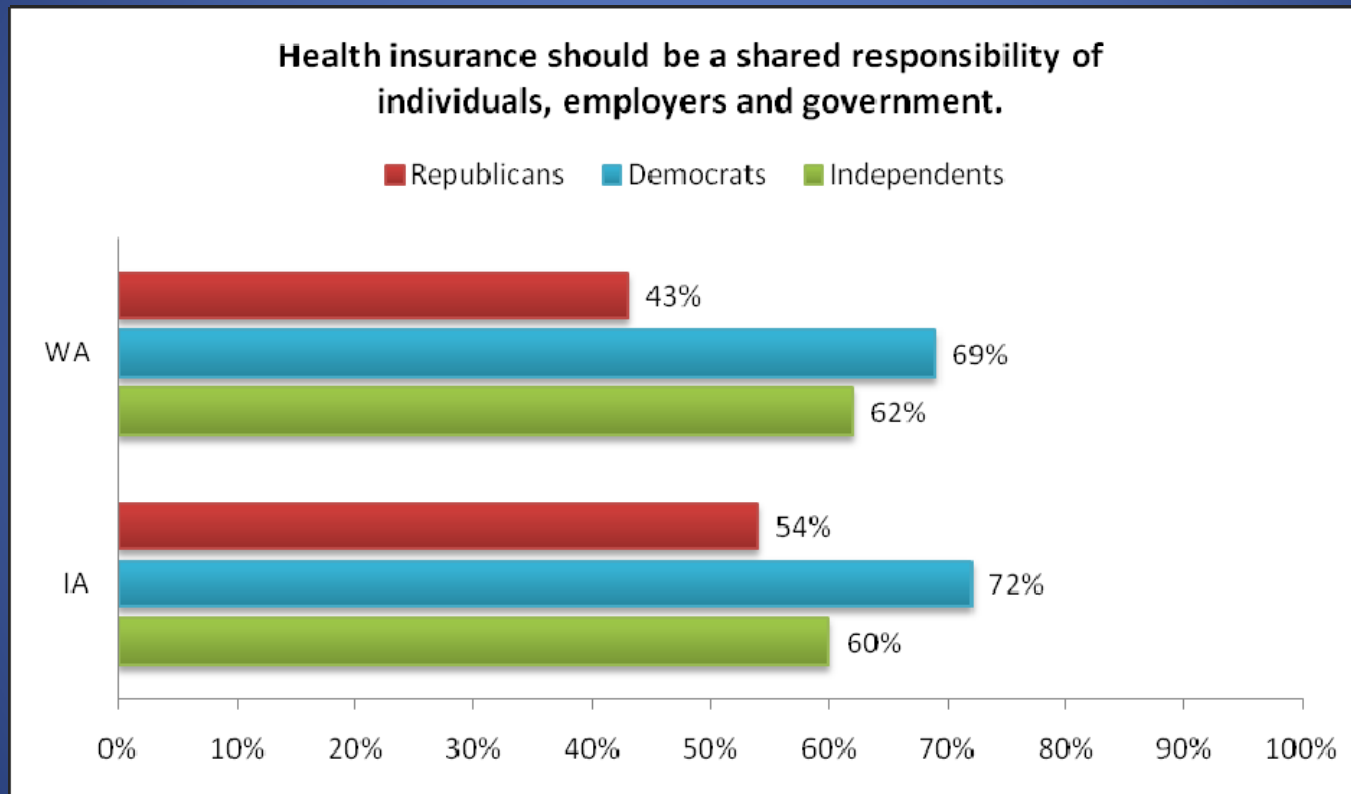


Uniform Standards

We need to have uniform standards and guidelines that health care professionals can use to make sure we receive the most effective care.

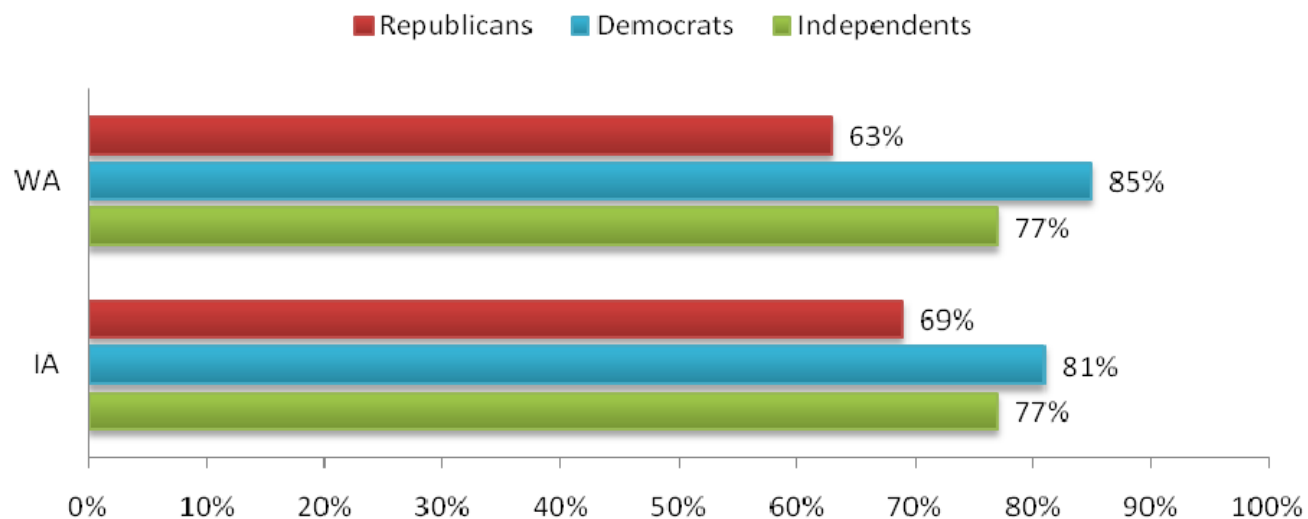


Shared Responsibility



Public Reporting like Utilities

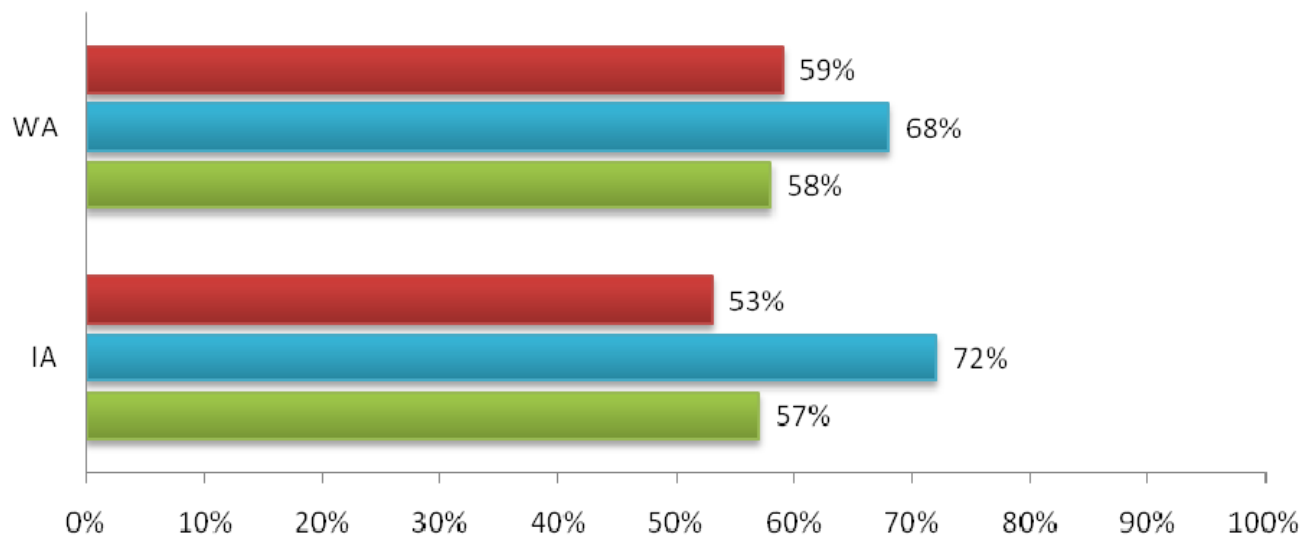
We need the same kind of public reporting and accountability in health care that we have in public companies, such as water and power companies, so we know where the money comes from, how the money is spent, and why.



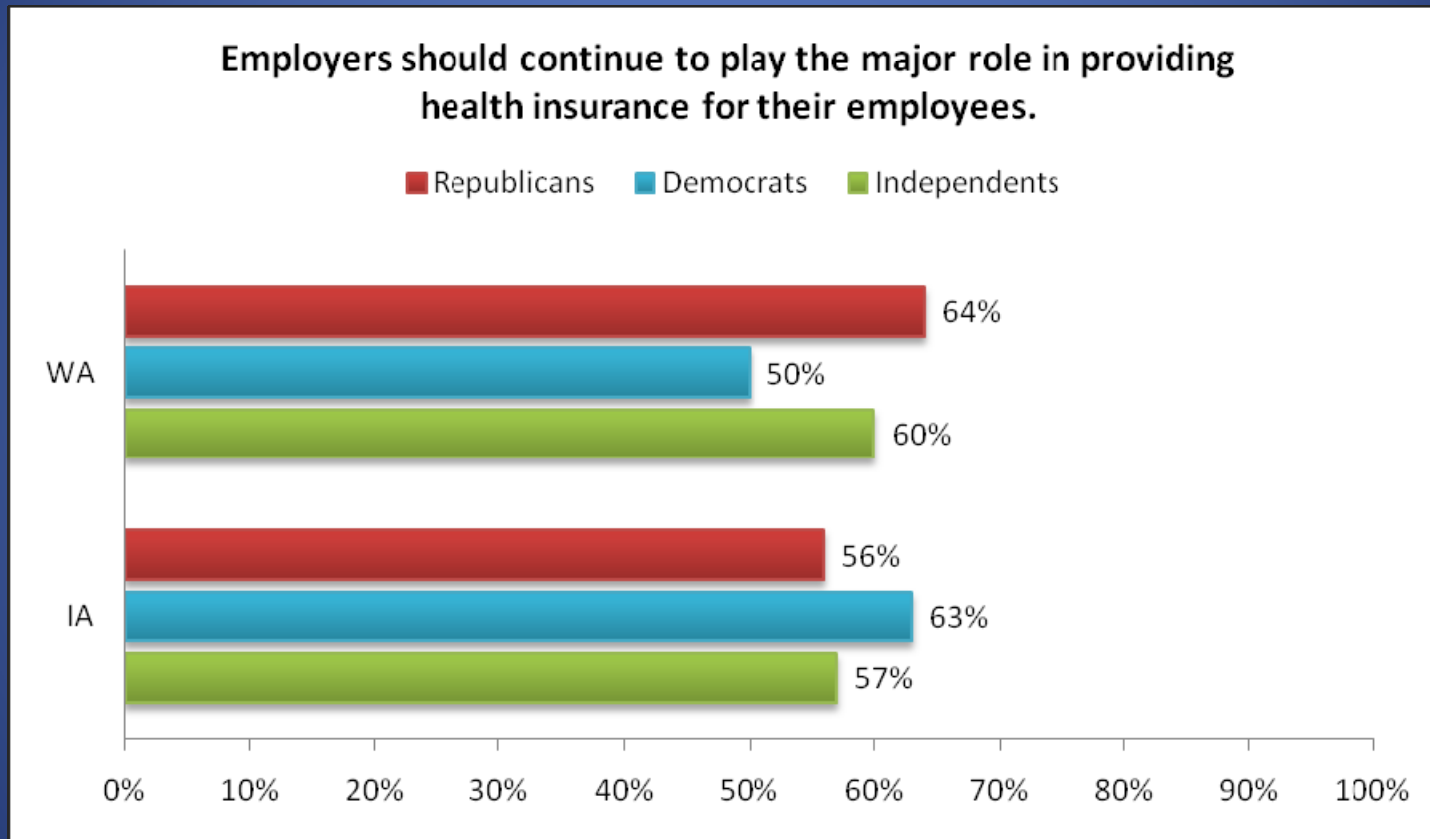
Public's Role

We must let the public have a larger role in designing and managing a new health care system.

■ Republicans ■ Democrats ■ Independents



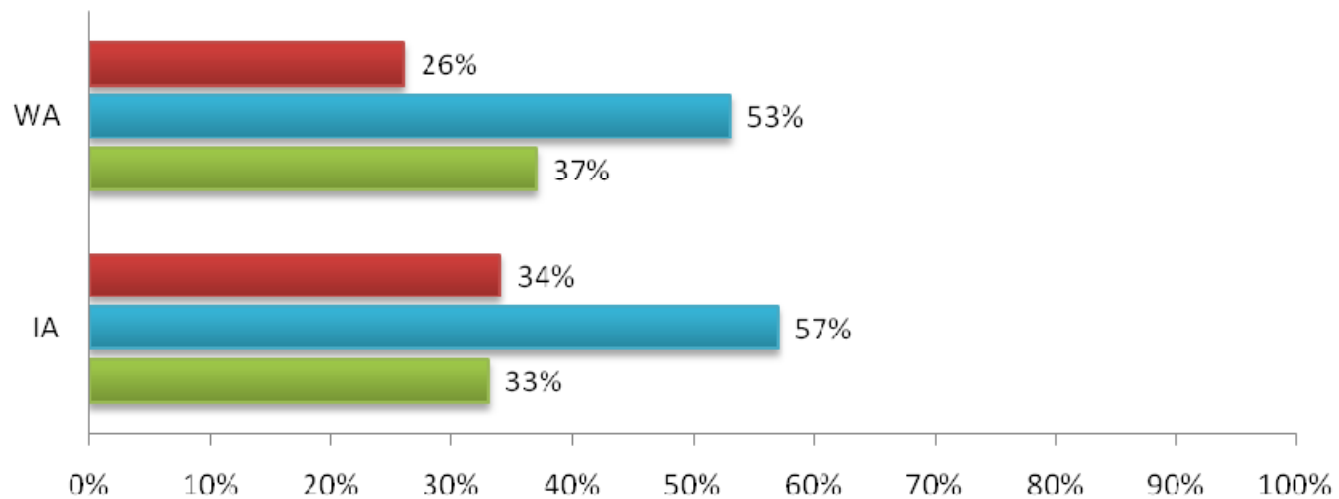
Employer Should Continue Major Role



One Overseeing Organization

There should be one organization that oversees all our nation's health care and evaluates the effectiveness of all health care services, rather than having the numerous agencies that now exist.

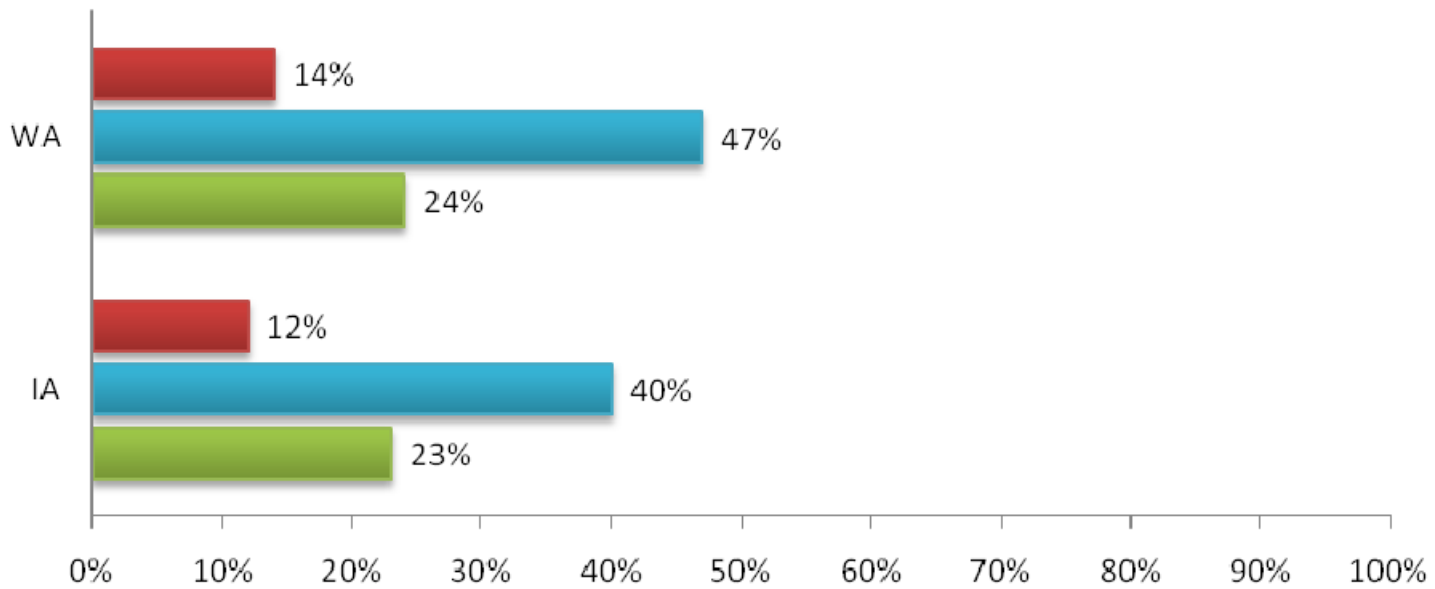
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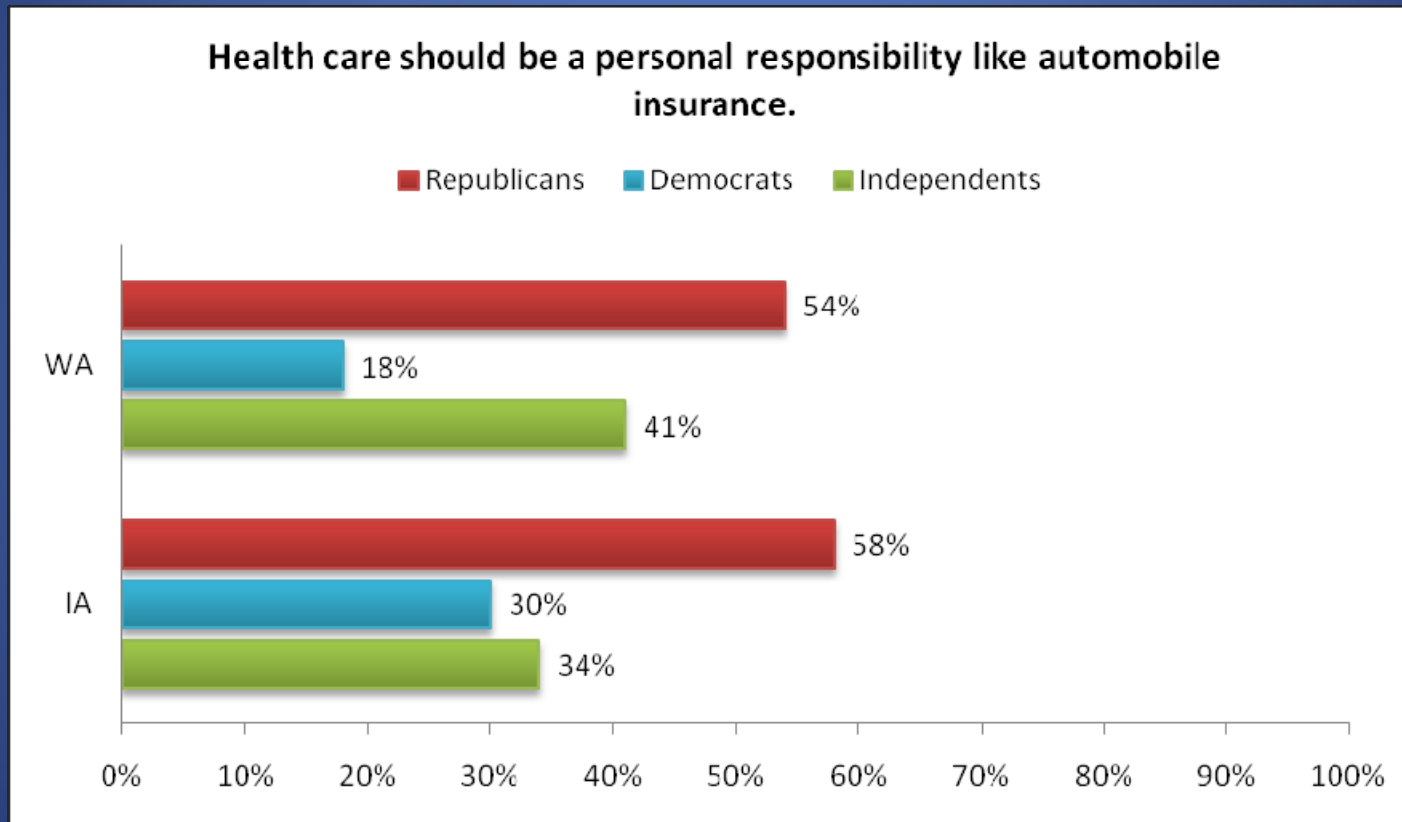
Paid by Tax Dollars

Health insurance should be paid for by tax dollars and managed by local, state, or federal government.

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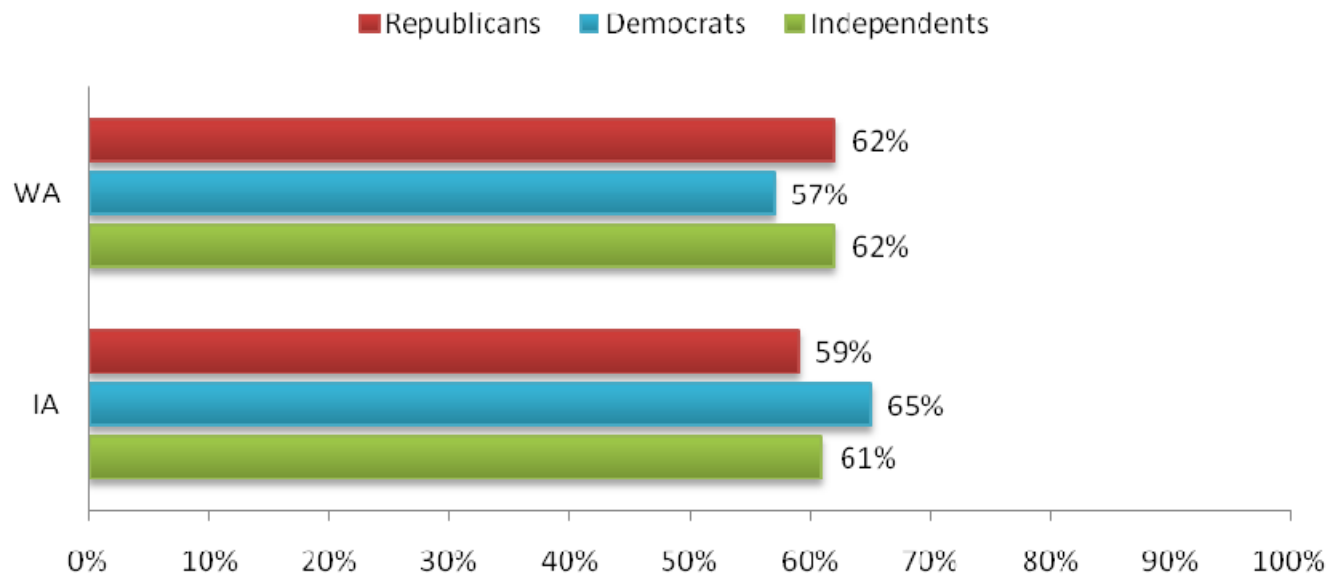


Personal Responsibility



Enough Money to Cover All

There is enough money already going into the U.S. health care system to provide quality care for everyone. We just need to make sure the money is used more effectively and efficiently.



What Does This Mean?

- Can't leave health care to the Parties
- Current proposals as they are presently constituted will not pass
- Parties are playing to their base
- Independents are the key factor
- Without Independents none of the proposals will pass
- Parties are incapable of doing this

Voters' Health Care Platform

- Enables us to use the ingenuity of the American public to solve problems
- Takes ideas from all sides of the aisle
- Builds on Common Ground and Consensus
- Uses problem solving approach outside of the parties to work on areas where there is not consensus
- Partner with other nonpartisan nonprofits

Time Line and Tactics

- 2008
 - Partner with other organizations, build consensus and expand reach
 - Hold Town Hall Meeting to launch Platform
 - Begin planning for Confluence Conference
- 2009
 - Confluence Conference - Deep Reform: Refine financing and management Campaign

2010 Campaign

- All the House and one-third of the Senate up for election
- Use demonstrated consensus to hold politicians accountable to us
- Multi-coalition campaign
- Online, grassroots and traditional media
- Hold politicians accountable

What CodeBlueNow! Has

- Vision
- Determination
- Talent
- Credibility
- Experience
- Solid track record of measured growth
- Statistically valid data for a baseline
- Growing numbers of community partners

What We Need For Continued Success

- Membership Growth
- Staff Growth
- Resources
- Nonpartisan, workable ideas
- Credible Partners

Will This Work?

- Nothing else has since 1932

But Consider

- Revolutionary War
- Civil Rights movement
- Women's movement
- Environmental movement

They did not come from the Parties, they came from us

Ultimately it is up to you.