



Healthcare is a Human Right

70% of Americans support Medicare-For-All

June & July 2018 Reuters/Ipsos Poll

- Support "Expanded & Improved Medicare For All Act" (HR 676)
- Learn more at HealthOverProfit.org
- Calculate your savings at hcfat.org

MEDICARE-FOR-ALL

Saves Lives • Saves Money

- **Universal:** Extends Medicare to every person living in the U.S. Gets young & healthy into same risk pool as older & sicker.
- **Comprehensive:** Inpatient, outpatient, ER, Rx, mental, dental, vision, hearing, rehab, chiropractic, podiatry, devices, prenatal & longterm care.
- **Simple & Cost-Effective:** Say goodbye to maze of predatory, for-profit health insurance, premiums, deductibles, co-pays & medical bills/debt.
- **Freedom & Choice:** Go to any doctor or hospital in the entire U.S. Coverage follows you when you move, change jobs, retire, etc.
- **Good for Business:** Gets insurance burden and cost off backs of businesses. Frees entrepreneurs from job lock.
- **Big Savings for 95% of Americans:** Modest 3% to 6% payroll tax **replaces** all premiums and out-of-pocket costs. Average household with \$57,000 income **SAVES** about \$6,800/year due to lower admin costs & lower prices for drugs, etc.



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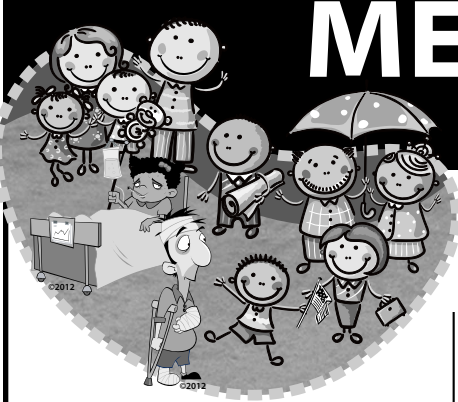
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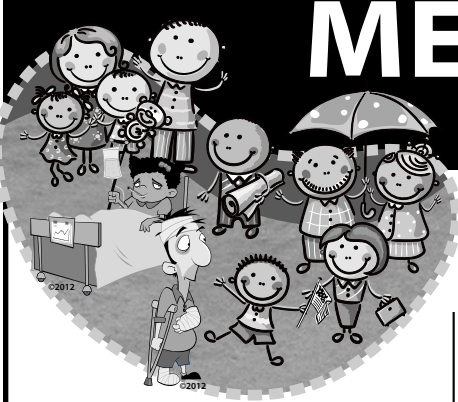
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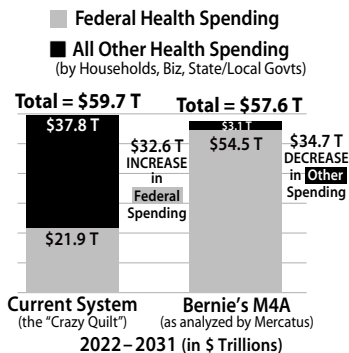


“But How Are You Going To Pay For It?”

Responding To Medicare-For-All “Deficit Concern Trolls”



M4A MATH



1 Challenge the Bias in the Question

“Why is it you never ask the pay-for question when it comes to trillions for endless wars, bank bailouts or tax cuts for the wealthy? But somehow ‘our pockets are always empty’ for everyday Americans.”

2 Cost of Status Quo & Savings Under M4A

“We can’t afford our current system! Even a Koch-funded study had to admit M4A net saves \$2.1 T over 10 yrs (\$59.7 T versus \$57.6 T under M4A). Others estimate \$12 T savings. We can afford to spend LESS!”

3 \$32.6 T Increase Is Offset by \$34.7 T Decrease

“You’re only telling half the story. \$32.6 T additional federal spending is merely REPLACING \$34.7 T in other health spending — premiums, deductibles, copays — that people must do in our current system.”

4 Huge Savings for 95% of Americans

“Modest 3% to 7.5% employer-side payroll tax REPLACES all premiums and out-of-pocket costs, which currently add up to a whopping \$28,000 for a typical family of four — that’s a 46% corporate gouging on employers and workers (based on median income of \$61,000).”

Sources: Blahous, Mercatus Center, July 2018, Table 2, pg 7 (mercatus.org); Himmelstein & Woolhandler, Aug 2, 2018 (pnhp.org); Matt Bruenig, Aug 13, 2018 (PeoplesPolicyProject.org); Milliman Medical Index, May 2018 (milliman.com)
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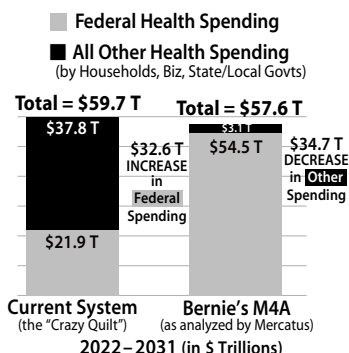


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“But How Are You Going To Pay For It?”

Responding To Medicare-For-All “Deficit Concern Trolls”

1 Challenge the Bias in the Question

“Why is it you never ask the pay-for question when it comes to trillions for endless wars, tax cuts for the wealthy, bank bailouts or other corporate welfare? Oh no, for the rich and the powerful, Congress just invents the money very easily and ‘deficits don’t matter’ (Dick Cheney). But somehow when it comes to healthcare, education, infrastructure and housing that would benefit everyday Americans, ‘our pockets are always empty’ (Alexandria Ocasio-Cortez). The 1% gets the benefit of our sovereign currency (Modern Money), and the rest of us get belt-tightening austerity. I’m calling B.S. on that double standard and your bias in only asking the pay-for question on progressive priorities.”



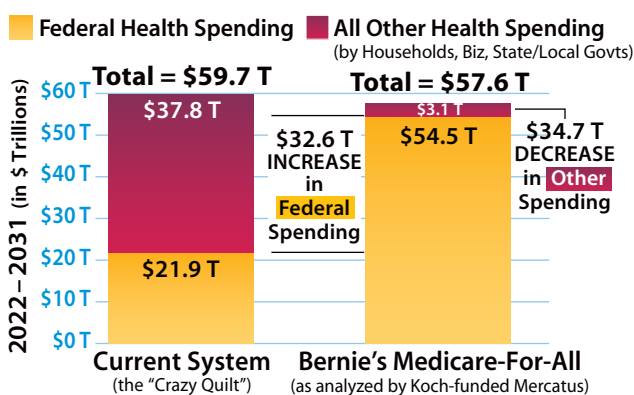
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2 Point Out the Cost of Our Current System and Savings Under M4A

“Our current hodgepodge is the system we cannot afford — neither economically nor morally. We spend more than twice as much per person than other civilized countries and get worse results by every measure. Medicare-For-All would SAVE money in comparison while covering everyone with better benefits and greater choice of doctors and hospitals.

Even the recent Koch-funded, libertarian Mercatus study had to admit that Bernie’s Medicare-For-All would save \$2.1 Trillion over a decade (2022-2031) — \$57.6 Trillion compared to \$59.7 Trillion for our current system. Check the math yourself: Go to Table 2 on page 7, add up row 9 and compare to row 6. That’s a 3.5% savings based on very stingy assumptions of savings under a single-payer system. Other studies project the savings would be as much 20% (\$12 Trillion) over that same decade (see analyses by Himmelstein & Woolhandler and Friedman).

So of course we can afford to spend LESS! It’s just a matter of shifting money that’s already sloshing around in our complicated, confusing often cruel patchwork system.”



Data from Mercatus.org, Table 2; Graph based on one at PeoplesPolicyProject.org

3 The \$32.6 Trillion Increase Is Offset by a \$34.7 Trillion Decrease

“You’re only telling half the story. The same Koch-funded study that argued federal health spending would INCREASE by \$32.6 Trillion under M4A also showed that it would be more than offset by an even bigger DECREASE in health spending by households, employers and state/local governments. The same Table 2 where you got your \$32.6 Trillion number (row 12) also showed a net overall savings of \$2.1 Trillion under M4A (rows 6, 7, 8, 9).

So duh, of course federal spending goes up under a SINGLE-payer system as the federal government becomes the payer of nearly all medical bills. That’s a feature, not a glitch. But the additional federal spending is merely REPLACING other spending — premiums, deductibles, copays, etc. — that people must do in our current system. Even the author of the Mercatus study points out ‘these offsetting effects should be considered’ (pg 20).”

4 Huge Savings for 95% of Families

“In 2018, the cost of healthcare for the average family of four with employer-based coverage is a whopping \$28,000 — \$12,000 paid by the worker; \$16,000 by the employer. That’s a staggering 46% corporate gouging on the median income of \$61,000.

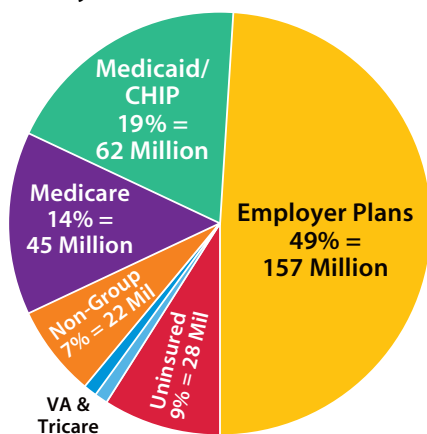
Under Medicare-For-All, 95% of Americans would see HUGE savings, much better coverage and more provider choice compared to the status quo. A modest increase in payroll taxes on the employer side (3% to 6% under HR676 or 7.5% under Bernie’s 1804) would be more than offset by the elimination of private insurance premiums and all deductibles, co-pays and co-insurance. Not to mention the simplicity and peace-of-mind that comes with a single-payer system. What a relief!”



MEDICARE-FOR-ALL

Saves Lives • Saves Money

Despite gains, ACA still leaves too many uninsured or underinsured

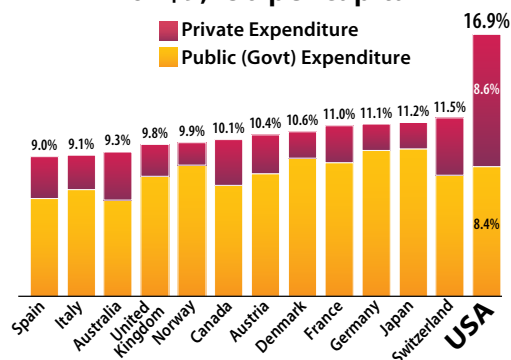


2016

Total Population = 320 Million

Source: Kaiser Family Foundation (kff.org)
based on Census Bureau CPS-ASEC (census.gov)
Hierarchy for sorting multi-covered people into only one category:
Medicaid, Medicare, Employer, VA/Tricare, Non-Group

Compared to other peer countries,
U.S. spends far more overall
2015: 17% of GDP = \$3.0 trillion
or \$9,450 per capita



2015 Per Capita Spending

USA: \$9,451 (Crazy Quilt)

Switzerland: \$6,935 (Regulated Private with Mandate)

Denmark: \$4,943 (Single Payer)

Canada: \$4,609 (Single Payer)

U.K.: \$4,003 (Socialized Medicine)

OECD Avg: \$3,453 (2013 latest data)

Source: Organization for Economic Cooperation Development –
Health Expenditures and Financing (stats.oecd.org)

Medicare: Love It. Expand It – To Everyone!

The “Expanded & Improved Medicare For All Act” (HR 676) would create a national health insurance that is paid for upfront through progressive taxes and provides high quality, comprehensive coverage to every person living in the U.S. from birth to death.

1 Universal, Simple, Cost-Effective, Most Choice

Instead of our current costly, confusing, fragmented healthcare “crazy quilt” with too many different payers, networks, drug formularies and rules, Medicare-For-All puts everyone into the same insurance system. The federally run public payment plan pays private doctors and hospitals according to a negotiated fee schedule (aka a “single-payer” system)

- Gets young & healthy into the same risk pool as older & sicker. That’s insurance 101!
- Reduces bureaucracy and overhead significantly: Medicare currently operates with less than 2% overhead compared to 20% overhead in private insurance plans.
- Gives patients the most choice of doctors and health facilities: You will be fully covered at nearly every doctor and hospital in the entire country. No more worries about provider networks.
- Single-payer system has the bargaining power to negotiate the lowest prices from providers, hospitals and drug companies.
- Estimated savings: \$500 billion per year on paperwork and \$100 billion per year on pharmaceuticals.

2 Comprehensive Coverage, No Cost-Sharing

Applies approximately \$350 billion of the \$600 billion in savings to provide more comprehensive coverage than even current Medicare.

- In addition to inpatient, outpatient and ER care, also covers prescription drugs, mental, dental, vision, hearing, chiropractic, rehab, podiatry, medical devices, prenatal and longterm care.
- No co-pays, deductibles or co-insurance: Eliminates financial barriers to care, which cause people to self-ration necessary care. Creates incentive for preventative care that improves health outcomes. Ends the scourge of medical debt/bankruptcy.

3 Fair Financing System & Big Savings

The U.S. ranks low in the world for fairness of financing healthcare (Americans with lower incomes spend more of their income on healthcare). The U.S. spends more than twice what the average OECD nation spends on healthcare, yet leaves tens of millions uninsured and has worse health outcomes.

- A progressive tax **REPLACES** all insurance premiums and out-of-pocket costs, resulting in big savings for 95% of Americans.
- Most households would **instead** pay just 3% to 6% more in payroll tax (paid by employer). For example, an average household with \$57,000 income, would contribute \$1,830/yr (\$153/mo) to fully cover the family — **SAVING** about \$6,800/yr. That’s a great deal! Calculate your savings at hcfat.org

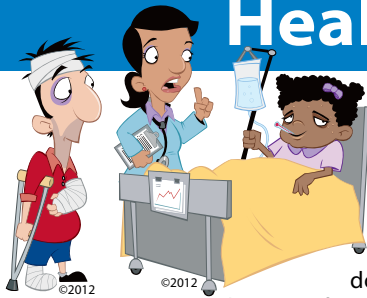
Text content based on info from HealthOverProfit.org

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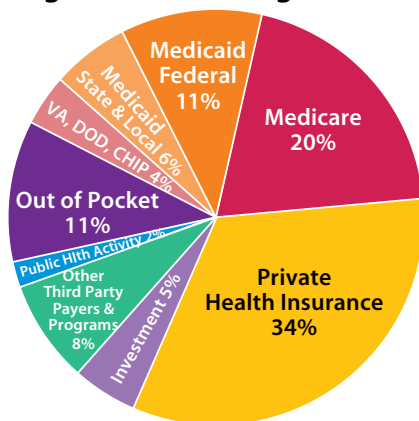
Healthcare is a Human Right



Why one risk pool works:

80% of our healthcare dollars are used on the 20% of people who have the greatest health needs. Any one of us can fall into that 20% over our lifetime. When we all pay in, we share the risk.

Too many payers & risk pools lead to huge waste and fragmented care



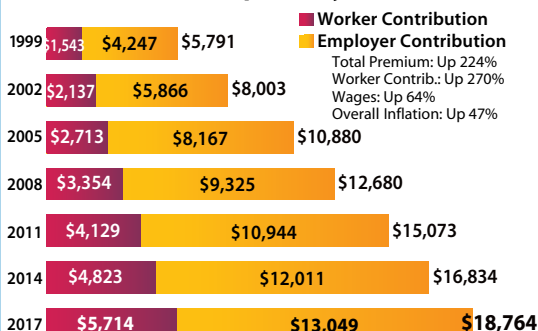
2016 Total Spending = \$3.3 Trillion
\$10,348 per person

Payers by Type of Entity

Fed Govt: 28% State & Local Govts: 17%
 Households: 28% Businesses: 20% Other Private: 7%
65% of health spending is already tax-financed: direct govt spending + indirect tax subsidies

Source: Centers for Medicare & Medicaid Services,
 Office of the Actuary, National Health Statistics Group (cms.gov)

In 2017, annual premium for average employer family plan was a whopping \$18,764, with \$13,049 paid by employer and \$5,714 paid by worker.



Source: Kaiser/HRET (Health Research & Educational Trust)
 Employer Health Benefits Survey, Sept 19, 2017 (kff.org)

Popular Benefits

- Coverage is portable so that it follows people throughout their life changes. Everyone pays in and the health system is there for each of us to use when and where we need it.
- Patients have the greatest choice of what matters most — where they go for care and what type of care they receive. (as opposed to the empty choice of insurance company).
- Eliminates the added stress of worrying about high deductibles, co-pays and surprise balance bills from out-of-network providers.
- Puts health decisions back in the hands of patients and health professionals. Say goodbye to the predatory, for-profit insurance middleman that is incentivized to jack premiums and deny care.
- Instead of skyrocketing, unpredictable premiums, you contribute a set percentage of your household income — 3% to 6% for most Americans — paid as a payroll tax by your employer.

Better For Businesses, Workers & The Economy

- Employers are no longer burdened with the cost and hassle of providing health insurance. They can expand without the worry and uncertainty of high healthcare costs.
- Businesses can compete on a level playing field locally, nationally and internationally.
- Encourages more entrepreneurship by ending job-lock.
- Workers can focus on negotiating better wages instead of continually playing defense on healthcare cost shifting.
- People have more discretionary funds to spend in the economy.
- No more bankruptcies or foreclosures caused by medical illness.
- Federal negotiating power can control skyrocketing healthcare costs and runaway medical inflation.

Better For Current Medicare Recipients

- Closes the gaps in existing Medicare (deductibles, co-pays and other cost-sharing) so current beneficiaries no longer need to purchase private supplemental, drug or Advantage plans.
- Expands coverage to dental, vision, hearing and longterm care.
- Rolls Part A, Part B and Part D into one simple, easy plan.
- Adding younger and healthier folks into the same risk pool offsets the higher cost of insuring existing Medicare beneficiaries.

A Political Winner!

A growing percentage of voters believe the government has a responsibility to guarantee that everyone has healthcare. A June/July 2018 Reuters/Ipsos poll found that 70% of all Americans, including 85% of Democrats and even a majority of Republicans (52%) support Medicare-For-All. A June 2018 Politico/Morning Consult poll also showed support from 64% of Independents and even 43% of Trump voters.

Text content based on info from HealthOverProfit.org

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HEALTHCARE MESSAGE BOX

What WE say about OUR position:

Medicare-For-All universal health insurance is the most moral and cost-effective way to provide healthcare for all Americans. It is also the best way to promote sustained economic growth.

What OPPONENTS say about OUR position:

~~People need to take responsibility for their own care. We don't want freeloaders abusing the system and getting care at taxpayers' expense. It's socialized medicine/ govt takeover of healthcare.~~

What OPPONENTS say about THEIR position:

~~Market-based solutions promote competition and drive down the cost of care for everyone. Individual consumers can shop the plans and prices best for them. Trust the free market.~~

What WE say about THEIR position:

Healthcare is not an ordinary commodity you can shop. Patients are rarely privy to complex pricing or in a position to negotiate. One major illness or injury can bankrupt a family. For-profit insurers are incentivized to deny care.

RESOURCES

Medicare-For-All Documentary: FixItHealthcare.com

Medicare-For-All Resources: HealthOverProfit.org and PNHP.org

Medicare-For-All Savings Calculator: hcfat.org

General Health Data & Analysis: Kaiser Family Foundation at kff.org

Health Comparison by Country: OECD.org

and CommonwealthFund.org

"The American Healthcare Crazy Quilt": ConnectTheDotsUSA.com

Steven Brill, *America's Bitter Pill*, 2015

Talking Democratic: Lakoff & Wehling, *The Little Blue Book*, 2012

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MEDICARE-FOR-ALL

Healthcare is a human right.

Everyone's life and freedom depends on having access to quality healthcare, regardless of a person's ability to pay. The most efficient and effective way to guarantee this right is to expand and enhance our existing Medicare program to all Americans.

Health is a life-and-death issue, not a commodity to be rationed based on one's financial situation.

You are not truly free if you have a serious illness or accident and cannot afford the treatment because private insurance premiums and out-of-pocket costs (deductibles, co-pays, etc.) are too high.

You are not truly free if you have to sell your home or go bankrupt to keep a family member alive.

When greedy, for-profit insurance middlemen deny you care in order to maximize return for their shareholders and CEOs, they deny you life, liberty and the pursuit of happiness. They also interfere in the doctor-patient relationship.

Some frames here are from George Lakoff's *The Little Blue Book*, 2012, pgs 38-41



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"Of all the forms of inequality, injustice in health care is the most shocking and inhumane."

— Martin Luther King, Jr

"Unless you are protected by Medicare, the health care market is not a market at all. It's a crapshoot. People fare differently according to circumstances they can neither control nor predict... (T)hey have little visibility into pricing, let alone control of it."

— Steven Brill
"The Bitter Pill"
Time, March 4, 2013

Thanks to ACA protections and tax credits, Megan (a cancer survivor) has insurance, but the premiums, deductibles and co-pays are still too high. She hopes to make it to Medicare in five years.

• **Universal:** Extends Medicare – the federal insurance program that currently covers seniors and the disabled — to every person living in America. Gets young and healthy into the same risk pool as older and sicker.

• **Comprehensive:** Enhances existing Medicare to include not only inpatient, outpatient, ER, Rx, mental and rehab, but also dental, vision, hearing, chiropractic, podiatry, medical devices, prenatal and longterm care.

• **Simple & Cost-Effective:** Say goodbye to the maze of predatory, for-profit insurance premiums, deductibles, co-pays and medical bills. Relieves families from the stress and destruction of medical debt.

• **Freedom & Choice:** Go to any doctor or hospital in the entire U.S. Coverage follows you when you move, change jobs, retire, etc.

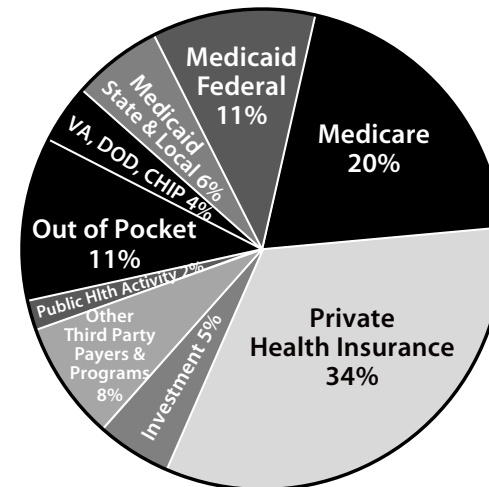
• **Good for Care Providers:** Relieves hospitals, doctors and other care providers of the burden and expense of dealing with multiple bureaucracies for revenue.

• **Good for Business:** Gets the insurance burden and cost off the backs of businesses, making them more competitive in the global market. Frees entrepreneurs from job lock.

• **Good for the Economy:** Federal negotiating power and single, simplified administration reduce costs and rein in healthcare inflation.

• **Big Savings for 95% of Americans:** Modest employer-side payroll tax **replaces** all premiums and out-of-pocket costs. Average family **SAVES** nearly \$7,000/year!

Too many payers and risk pools lead to huge waste and fragmentation in U.S. healthcare



2016 Total Spending = \$3.3 Trillion
\$10,348 per person

Payers by Type of Entity

Fed Govt: 28% State & Local Govts: 17%
Households: 28% Businesses: 20% Other Private: 7%

65% of health spending is already tax-financed:
direct govt spending + indirect tax subsidies

Source: Centers for Medicare & Medicaid Services,
Office of the Actuary, National Health Statistics Group (cms.gov)

*"For God's sake – every single other industrialized country in the entire world has universal health care. Why can't we?
How many more people have to die?
How many more sacrifices on the altar of Almighty Greed?
Any health care system that denies necessary care on the basis of wealth is evil.
It doesn't matter how you micromanage it, or tinker with it. It's evil.
Forget about the tinkering.
This is America, not Myanmar... End of story."*

— Former U.S. Rep. Alan Grayson

Compared to other peer countries, U.S. spends far more overall = 1/6 of the economy

2015 per person:
U.S.: \$9,451
Denmark: \$4,943
Canada: \$4,609
U.K.: \$4,003
OECD Avg: \$3,453 (2013)

A Political Winner:
70% Support Medicare-For-All!

A growing number of Americans believe government must guarantee everyone has healthcare. A June/July 2018 Reuters/Ipsos poll found that 70% of Americans, including 85% of Democrats and even a majority (52%) of Republicans support Medicare-For-All.

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FUN VISUAL BASICS FOR THE BUSY MAJORITY™



"Dude, Where's My Job?"

Millions of Americans are unemployed or underemployed. We see the rich getting richer while everyone else is working harder for less money and going more into debt. Let's figure out where our jobs and wages went and, most importantly, how to get them back.



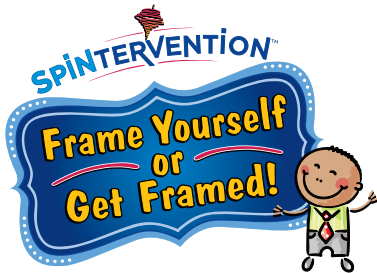
"Budgets and Deficits and Debt, Oh My!"

We hear talk of trillions over here and billions over there, of government shutdowns, of cutting \$100 billion from domestic, non-defense, discretionary spending. What the heck is that anyway? You might be thinking "Wait, I might actually like that stuff... is a \$100 billion cut going to hurt?" We'll find the answer and tame the budget beasts.



"American Healthcare Crazy Quilt"

All other industrialized democracies when faced with challenges in their healthcare systems have found different ways to cover everybody while spending far less than America does and getting better overall results. We've actually blended together versions of all these "foreign" systems into a costly, confusing, inefficient, bureaucratic "crazy quilt." Let's examine the problems in our healthcare system and see how the Affordable Care Act addresses those problems and where it falls short. For the real healthcare solution, check out "Medicare-For-All: Saves Lives, Saves Money, So Simple."



"SPINtervention: Frame Yourself or Get Framed!"

When we use or negate long-entrenched "conservative" language like "tax relief," "entitlements" and "right-to-work," we've lost the argument before it's even begun. While many Americans may call themselves "conservative," they consistently support progressive values like fairness and justice and policies like Social Security, Medicare, ending the wars, and increasing taxes on the rich. So it's about time we fix what's broken about our political language and change the conversation.

"Get Out The Vote: Democracy Depends On It!"

If voter turnout is a reflection of the health of a democracy, then America's democracy is severely anemic. When we drill down on the turnout numbers by race, age and income, we start to see why our country is working better for some groups and not so much for others. Democracy is not a spectator sport: You can't win the game if you don't play, or if you sit out every other election. Then we'll take a look at what's driving voter apathy and what's behind the recent wave of voter suppression laws sweeping the country.



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