



# Engaging in the Healthcare Reform Debate

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# 111th Congress: Political update

- **Senate – likely net gain of +8 for Democrats**
  - 56 Democrats
  - 41 Republicans
  - 2 Independents
  - 1 vacant seat (MN race awaiting legal challenge outcome)
  
- **House - net gain of +26 for Democrats**
  - 254 Democrats
  - 178 Republicans
  - 3 vacant seats (Emanuel, Solis, Gillibrand)

# Political update

- **What do the elections results mean?**
  - Role of House Leadership and Committee Chairs v. Blue Dogs and Moderates
  - Peter Orszag, former Director of the Congressional Budget Office (CBO), is Director of the Office of Management and Budget
  - Governor Kathleen Sebelius (D-KS) nominated to be Secretary of Health and Human Services (HHS)
  - Nancy DeParle, Director, White House Office of Health Reform

# Legislative update: What's happened?

- **SCHIP Reauthorization**
  - President Obama signed into law 4.5 year reauthorization and expansion to cover additional six million children
  - Paid for with increase in cigarette tax
  
- **Economic Stimulus bill**
  - Price tag of \$789 billion
  - \$19 billion for Health Information Technology grant funding
  - \$1 billion for Comparative Effectiveness funding
  - \$1 billion for Prevention and Wellness through the Centers for Disease Control and Prevention (CDC)

# Humana: What we believe about healthcare reform

- Humana believes every American should have affordable, quality healthcare coverage
- Any healthcare reform must first and foremost address rising costs
- We need a system that creates health
- There will always be a need for public-private partnerships in healthcare

# Healthcare reform: Senate

- **Many stakeholder meetings; keep all parties at the table**
- **Senator Max Baucus (D-MT), Chair, Senate Finance Committee**
  - “Call to Action” – white paper released in December
  - Insists healthcare reform **must** be bipartisan
  - Finance Committee mark-up scheduled for June
  - Votes on Senate floor in July
- **Senator Ted Kennedy (D-MA), Chair, Senate Health, Education, Labor, and Pension Committee (HELP)**
  - Career of legislative accomplishments
  - Proclaimed his intent to pass major healthcare reform at the Democratic Convention last August despite his brain tumor
  - Has been working closely with Senator Baucus; will also have bill on floor of Senate in July, then join them in conference

# Healthcare reform: House

- **No stakeholder outreach from Leadership or Committee Chairs.**
- **Working with Blue Dogs and other healthcare working groups.**
- **Three committees of jurisdiction have pledged to work together to have a bill on the floor of the House by July. Committees include:**
  - Rep. Henry Waxman (D-CA), Chairman of Energy and Commerce Committee
  - Rep. Charlie Rangel (D-NY), Chairman of Ways and Means Committee
  - Rep. George Miller (D-CA), Chairman of Education and Labor Committee

# Your role in the debate

## Questions:

- Do you know your state legislator/member of Congress?
- If so, do they understand the concerns you hear from your clients?
- And do they understand the importance of your role in serving your clients?

# Working with elected officials

- Be well-prepared and know your audience
- Confirm and arrive promptly
- Be brief and avoid jargon
- Personalize – use short stories with a point
- Be real, show compassion
- Staff is key: Build a relationship, show respect
- Offer solutions
- Offer opportunities to network
- Demonstrate your ability to influence others
- Make your “ask” clear
- Send a personal thank you restating your “ask” and key points – one to the representative, the other to staffer

# Influencing the debate

## Key takeaways:

- Educate lawmakers on marketplace dynamics and impacts
- Activate your clients
- Acknowledge your role in the problem
- Share the goal of covering everyone
- Be part of promoting solutions
- Collaborate with lawmakers to guide the debate and promote choice and competition

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