



Texas Coverage Gap & Medicaid Expansion Advocacy

Cover Texas Now and CHIP
Coalition Stakeholder Meeting

Austin, Texas

August 13th, 2013

Outline

- Pathways to get Medicaid Expanded in Texas
- Connecting Texans left behind to local resources
- Messaging & Activation



Expanding Medicaid NOW



- Where we stand as of Sine Die
 - Budget
 - SB7
 - Enabling legislation
- Politics versus reality
- Timelines

Texans left behind in coverage gap

1. Connect Texans to coverage
2. Engage and activate Texans



Connecting to Resources

- How to make sure someone falls in the coverage gap income range?
- Where to send them?
- How to know what the local healthcare resources are?



Engage and Activate



- What does outreach to _____ community look like?
 - Business community
 - Healthcare providers
 - The insured population
 - The impacted community
 - Local elected officials
 - State elected officials
- What's the messaging to them?
- Action steps?

Engage and Activate



Coverage Gap Website in development!

- Will provide people who are frustrated about being left behind, some proactive steps to take.
- Helps us engage those affected in advocacy efforts.
- Helps build momentum for Medicaid expansion next session.

Business Community Outreach



- Chambers of Commerce and businesses are largely still unaware of the coverage gap and confused about “Obamacare.”
- Successful messages: fiscal impact, growing support, healthy workforce.
- Key points –
 - Jackson Hewitt study - increased business penalties - \$300 to \$450 million more per year
 - Compromise approach was budget neutral
 - Counties missing out on job growth, over 200K new jobs

The Business Community



- Focus on momentum building
- Texas Association of Business and 20 local chambers support coverage expansion
- Connect, educate, stay in touch with more info
- Ask individual businesses to assist with chamber outreach

Arlington Chamber of Commerce
Austin Chamber of Commerce
Bryan/College Station Chamber of Commerce
Dallas Chamber of Commerce
Dallas Black Chamber of Commerce
El Paso Chamber of Commerce
Central Fort Bend Chamber of Commerce
Fort Worth Chamber of Commerce
Greater Austin Hispanic Business Chamber of Commerce
Greater Dallas Asian American Chamber of Commerce
Greater Dallas Hispanic Chamber of Commerce
Irving Hispanic Chamber of Commerce
Longview Chamber of Commerce
Lubbock Chamber of Commerce
North Dallas Chamber of Commerce
Oak Cliff Chamber of Commerce
Rio Grande Valley Hispanic Chamber
San Antonio Chamber of Commerce
San Antonio Hispanic Chamber of Commerce
West San Antonio Chamber of Commerce

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Health care Provider



- **Messaging:**

- \$90 billion over 10 years in federal funds is on the table to provide coverage to the gap population - a significant boost to the healthcare industry.

- **Action:**

- Keep the conversation going! Leading statewide provider organizations have been strong voices. Local clinics, hospitals, individual doctors, and practitioners of all types should strongly advocate to legislators throughout the interim.
- A regular message from offices was that they were concerned about support in their districts. You can help give the confidence and cover they need!

The insured community



- Messaging:
 - Economic:
 - Reducing uninsured reduces premium growth
 - Property taxes spent on other important needs
 - Personal Face: The uninsured in your community look like....
 - Uninsured Story collection
- Action Steps:
 - Dispel myths: Medicaid already covers low-income people; Texas can't afford this.

The impacted community



- **Messaging:**
 - The fight continues to get access to affordable healthcare.

- **Action Steps:**
 - Get connected to local resources.
 - Join the fight to advocate for Medicaid Expansion to Texas leadership.
 - Connect them to state lawmakers.

Local Elected Officials



- **Messaging:**
 - Shared interest in reducing the numbers of uninsured in our county/city.

- **Action Steps:**
 - Advocate for health care expansion to the public and Texas leadership.

State elected officials & candidates



- **Message:**

- Over a million hardworking Texans are being left without options to affordable healthcare.
- Texas tax dollars are being spent to aid other states' uninsured population.

- **Action Steps:**

- Call on Texas leadership to negotiate for federal dollars to expand health care to working Texans.



For more information:

www.covertexasnow.org

www.healthcare.gov

texaswellandhealthy.org/resources