

Health Reform: Women Don't Want to Wait

Messaging to Women

As we know from our previous research, women are very attentive to the issue of health care reform. Health care costs are their top personal economic concern and more than any other group, they see reforming health care as a way to fix our current economic problems.

They are most persuaded by personal economic arguments that tie stagnant wages, rising costs and inflated CEO salaries to the current health care reform crisis. Women also want to hear how health care reform will address their own rising costs and security – how their personal health care will benefit.

And last, but not least, women, more than any other group, are concerned about scarcity. They are already waiting too long to see their doctor and worry that bringing in more of the uninsured will worsen that situation. They need to hear how system change will improve efficiencies as well as reminders that they will be able to retain choice and control over who their doctor is and what plan they have.

If they start doing something now we might actually be able to manage the issue... If we don't do something now it's going to cost us even more ten years from now. (California swing female)

The following messages tested very strongly with women:

CEO SALARIES COMPARED WITH RISING HEALTH CARE COSTS

In the last 8 years, premiums doubled for hardworking people and 2 million people lost their health insurance. Meanwhile, in a single year, the CEO of United Health was paid more than \$350 million in salary and stock options.

ECONOMIC TIME BOMB

We've learned from the financial crisis that if we ignore big problems, they don't go away; they grow until they become a disastrous crisis. Our broken health care system is another time bomb waiting to explode. American families and businesses are struggling to pay health care costs, while insurance and drug companies are making record profits. Avoiding the problem will not work. Now is the time to fix the system so we have quality, affordable health care for all Americans.

INSURANCE COMPANIES

Insurance companies are passing health care costs onto us by raising premiums, copays and deductibles. They're making doctor visits and prescription drugs more

expensive, denying coverage even for necessary care, and dropping coverage for preexisting conditions. This is good for insurance company profits, but it's hurting the rest of us. We need reform that takes on the health insurance companies and guarantees affordable health care for all Americans.

BAILOUT

We can't wait any longer to fix our out of control health care costs. In the last 8 years, the average cost of employer-sponsored health coverage has doubled, and premiums have tripled. Meanwhile, our wages haven't doubled, they've only gone up 20%.

THE COST OF UNCOMPENSATED CARE

We're all in this mess together. The number of uninsured Americans is more than 47 million and rising. The amount of uncompensated care to the uninsured increases the cost of health care and insurance premiums for all of us. We can't deny people critical care, but it would be more cost effective if everyone had affordable coverage and preventive care. The current path is not sustainable and we're all paying the price – we have to start fixing this problem now.

CHOICES

We need common sense reform that gives us more choices, not less. And that includes the choice to stay with the doctor we have now. We need to make insurance companies compete with each other to keep costs down and quality up. And we need to give everyone the option to buy into the same plan members of Congress get, because if it's good enough for Congress, it's good enough for the people they represent.

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