



PROGRESSIVE HEALTH CARE NARRATIVE

Stage 1 – Set the Stage by Telling the Truth

- Middle class and working families are hurting. Health care costs are skyrocketing while benefits are being cut. Family incomes can't keep up with rising health burdens.
 - Nearly half of all small businesses no longer provide health coverage for their employees.
 - Four out of five uninsured Americans live in working families.
- *How did we get to this point?* The White House and Congress have failed to address America's health care crisis, helping health insurance and drug companies but leaving America with higher costs, fewer benefits, and millions more uninsured.
 - Over the past 5 years, health insurance premiums for workers have grown by 73 percent while wages have grown by only 15 percent.
 - Rising insurance premiums have left 45 million Americans uninsured, yet health insurance companies have experienced record profits.
- *Bottom line: The health care system in our country is broken. We must have real reform of a system that is unfair, inefficient, and too expensive.*

Stage 2 – Define the Debate

- It's just wrong for anyone who works hard, pays taxes, and plays by the rules to go without decent health care or to be driven into economic hardship because of health costs.
- *We must reform our current health care system to provide affordable health care to all Americans.*
- In a system where everybody benefits from health care coverage, everyone should help pay for it and share responsibility for health care costs.
 - American businesses are having more trouble competing globally while shouldering the burden of America's broken health care system. They must be partners in the solution.

Stage 3 – Outline the Principles and Reassure Conditional Supporters

- We can provide affordable health coverage for all Americans within the current system, and without government taking over the health care system.
 - Individual Americans will only have to pay \$10 more per week to help cover everyone, bring down costs, and create a healthier population.
- Different individuals or organizations may offer different plans, but there are **four bedrock principles of any real reform**:
 - *Guarantee affordable coverage for all Americans*
 - *Ensure choice of doctors and plans*
 - *Control costs*
 - *Expand preventive care*