Presentation to the
Grantmakers In Health
Audio Conference

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Richard C. Lord
President & CEO
Associated Industries of Massachusetts
How Did Health Care Reform Happen?

- Blue Cross Foundation “Roadmap to Coverage” Project

- Federal Medicaid waiver expiring on July 1, 2006
  - Potential loss of $385M

- Two pending ballot initiatives
  - Constitutional amendment guaranteeing access
  - New employer payroll tax

- Commitment of Governor, Senate President & House Speaker to expanding health care coverage
Broad Coalition of Supporters

- Consumer Advocates
- Health Care Providers
- Insurers
- Academics
- Unions
- Religious Groups
- Employers
Massachusetts Health Care Reform

- Signed into law April 12, 2006
- Shared Responsibility
  - Employers, Individuals and Government
“Connect to Health” Campaign
Launched May 2007
Elements of the State’s Outreach Campaign

- Media Outreach
- Direct Mail
- Seminars & Forums (over 150 presentations)
- Grassroots Outreach
- Paid Advertising
- Public Information Unit
- Grants to Community Organizations
- Coalitions of corporate and civic organizations:
  - Health care community
  - Consumer advocacy groups
  - Faith communities
  - Employer associations
  - Businesses
  - Sports teams
  - Unions
Employer Education & Involvement: Critical for Implementation Success

- Multiple benefits
  - Employers educate and influence individual citizens
  - Solid outreach greatly enhanced employer acceptance and buy-in

- Collaboration between regulatory agencies & employer community = better regulations and administrative/compliance processes
  - Focus groups
  - Vetting of regulatory drafts

- Key to educational success
  - Overview of higher-level policy issues
  - Strong focus on “in-the-weeds” administrative issues
    - Their primary concern – what it means to them in the real world
    - Design scenarios and case studies to demonstrate impact
Employer Education: Multi-faceted Approach

1. Statewide seminars – AIM and the Connector
2. Workshops – more in-depth – how to implement
3. Employer Reference Guide
4. Webinars, Breakfast Briefings, HR Roundtables
Federal Reform – AIM’s Outreach

1. **Series of AIM seminars around the state**
   - Overview of PPACA and its impact of various stakeholders
   - Implementation timeline – in-depth on 2010 and 2011 provisions

2. **Webinars**
   - Condensed version of seminar content
   - “Health Reform Fridays” Series – biweekly updates of “one hour or less”

3. **Statewide seminar series in partnership with the state’s Executive Office of Health and Human Services**
   - Available information about state’s PPACA implementation plan
   - Review of implementation timeline – especially 2010 and 2011

4. **Electronic newsletters, blog postings, Website content, etc.**