



Presentation to the Grantmakers In Health Audio Conference

December 15, 2010

**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**



HR Edge
Business Weekly

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.**