



STATE OF REFORM

Amplifying Reliable Sources for Meaningful Healthcare Narratives

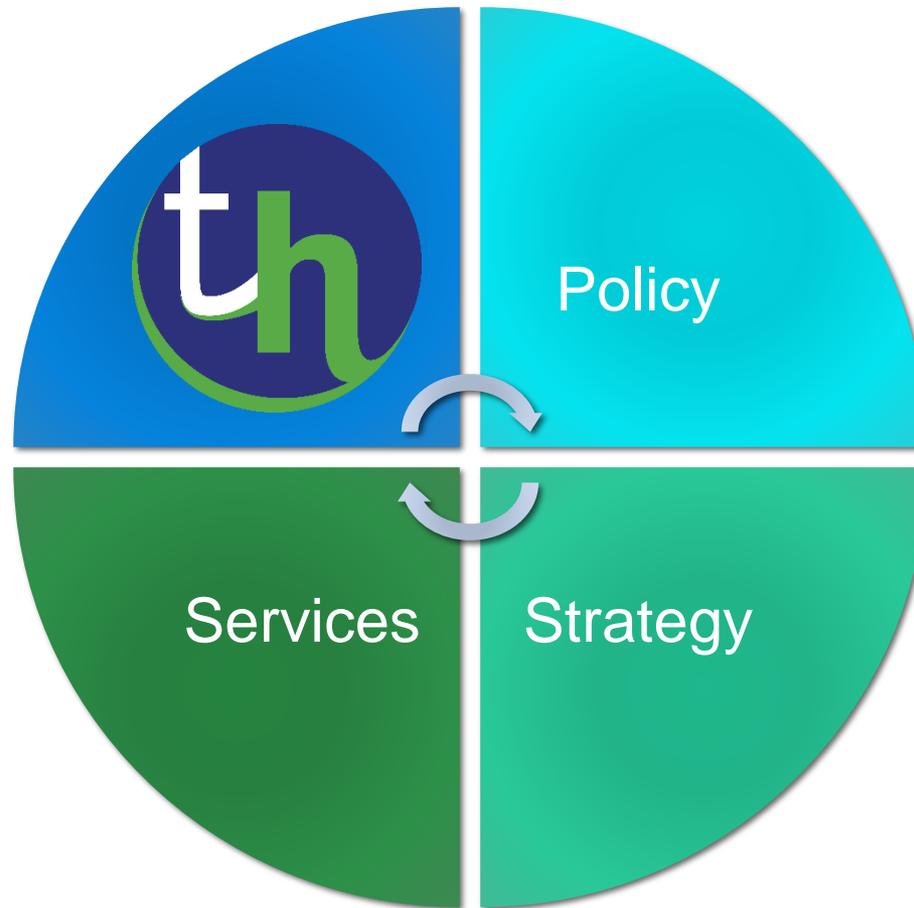
Los Angeles September 2018



Transform Health

- Nationally certified as women & minority owned
- We are a full-service, mission-driven firm focused on customized solutions that improve the quality of care and health outcomes for the most vulnerable.
- Our clients are government agencies, health systems, industry leaders, philanthropy, and community-based providers tackling the most complex challenges in health care today.

Transform Health



Panelists

Heather Bates, Moderator

Director, Transform Health



@heatherjbates



Amy Lotven, Presenter

Reporter & Editor with Inside Health Policy



@amylotven



Xenia Shih Bion, MPH, Presenter

Engagement Specialist with the California Health Care Foundation



@xshihbion



Join us
Sept. 19, at



- > Heather Bates
Transform Health
- > Amy Lotven
Inside Health Policy
- > Xenia Shih Bion
California Health Care Foundation



STATE OF REFORM
HEALTHCARE POLICY
CONFERENCES

Learn how to amplify reliable
sources and meaningful narratives,

and cut through the media noise of
the health policy debate.

12:45 – 1:30 pm

#amplifyhealth

Who Is Inside Health Policy

Health Exchange Alert - Legislative, Regulatory and Legal Action On State and Federal Health Exchanges. Previously Inside Health Reform

Inside CMS - Generally Medicare and Medicaid policy, but some ACA

FDA Week - Drugs, Medical Devices, Food and Tobacco

Inside Drug Pricing - IHP's newest publication. State and federal legislative and regulatory action/ President's drug pricing blueprint/340B

Readership: Policymakers, Lobbyists, State & Federal Industry Associations

Recent Coverage (9/14/18)

[Labor/HHS Conference Bill Rejects House Language On ACA](#)

The Labor/HHS conference bill agreed to late Thursday (Sept. 13) includes \$90.3 billion in discretionary program funds for HHS, or \$2.3 billion more than in 2018, invests more in medical research than the president's request, devotes nearly \$4 billion to mental health and opioid treatment and omits cuts in the House version that would have blocked CMS' ability to administer the ACA.

[Rules Committee Clears \\$51.6B ACA Employer Relief Bill; Hurricane Delays Floor Vote](#)

The House Rules Committee on Wednesday cleared a \$51.6 billion legislative package to provide employers relief from several Affordable Care Act taxes and other mandates, but a final floor vote, which was slated for Friday, will now occur later this month due to the congressional work week being cut short by the East Coast hurricane.

[MD Sues Administration Over ACA Attacks, Asks Court To Say Law Constitutional](#)

Maryland's attorney general on Thursday (Sept. 13) filed suit against the federal government for its ongoing attacks against the Affordable Care Act, and asked the court to declare the law constitutional.

[Drastically Reduced Navigator Grants Go To Many Returning Organizations](#)

Advocates remain upset the agency has slashed funding for the navigator program, but are relieved to see CMS allocated money Wednesday (Sept. 12) to community-based organizations, many of which had previously been awarded grants, rather than a centralized entity with no local presence.

[More Than 4,000 Arkansans Lose Medicaid Coverage In First Round Of Disenrollments Due To Work Requirements](#)

Arkansas has kicked 4,353 people off Medicaid for not complying with the state's new work requirements -- nearly four times more than the number of beneficiaries who successfully reported to the state that they satisfied the new rules.

Mommy, Where Do Stories Come From?

Announcements: CMS, HHS, Congressional Offices, Industry, Advocates, and Others consistently send out press releases and statements on policy changes, reports, new legislation, etc. Prioritization is the biggest challenge

Regulations/Guidance: the admin proposes its “Notice of Benefit and Payment Parameters”, which details policy changes for the coming plan year, every Fall and finalizes in Spring following a public comment period. Various other regulations and guidance are issued on daily basis, either through the agency, fedreg or RegTap.

Lawsuits: There is **ALWAYS** something going on in the legal space.

Talking/Brainstorming: My favorite stories come from tips, catching up with sources and brainstorming with colleagues, sources and my editor

No Seriously Mommy, Where do they come from?

<https://www.reginfo.gov>

The Office of Management and Budget Lists all proposed and final rules that are either under review or have been recently cleared. There are currently two exchange-related proposed rules we're keeping an eye on: Exchange Program Integrity (CMS-9922-P) and Nondiscrimination in Health Programs and Activities. After clearance, the rules will post here: www.federalregister.gov

<https://www.regtap.info/>

Regtap is a portal set up by CMS to disseminate information to exchange issuers and vendors. Much of the info is highly technical but there are some interesting policy changes and discussions worth tracking.

Story Resources, Cont.

Key Dates for CY2018 <https://www.cms.gov/CCIIO/Resources/Regulations-and-Guidance/Downloads/Key-Dates-Table-for-CY2018.pdf>

Status:

CMS has finished reviewing QHPs, posted agreements, and issuers are making final corrections through 9/21. Issuers will send agreements to CMS Oct. 4-Oct. 5

Open Enrollment For FFE states: Nov. 1-Dec. 15; SBMS vary: CA is 10/15-1/15; MN 11/1 - 1/13 and NY 11/1 to 1/31

What We're Watching

Legislation:

House is slated to vote later this month on legislation that would provide relief from the employer mandate from 2015-2018, delay the “cadillac tax,” repeal the tanning tax and change the threshold for a FT employee to 40 hours from 30hrs a week.

Regulation:

2020 NPBB. The proposed rule appeared at OMB on 9/20 last year. Also watching for previously mentioned integrity and nondiscrimination regs.

What We're Watching, Cont.

Lawsuits:

TX et al v. USA: Oral Arguments Held Sept. 5 indicate Judge will focus on Congressional intent and severability (what provisions will be cut from ACA if mandate goes). Ruling expected soon. Likely additional briefings. High Priority.

CSR - Federal court of claims recently ruled in favor of a health plan seeking reimbursement for 2017Q4. Other decisions may follow. 2018 reimbursements unclear.

Risk Corridor- Court recently ruled in favor of the Govt. Issuers Want En Banc.

What We're Watching, Cont.

Lawsuits (cont):

12 AGs filed suit against the AHP reg.

7 Organizations Are Challenging the Short-Term Rule set to go into effect Oct. 2

Open Enrollment:

Final rates; plan participation; impact of reduced navigator funding; impact of new enhanced direct enrollment pathway; short-term plans & AHPs, enrollment numbers in general

Election Season And Beyond

Pre- and post-election will be tracking broad goals of each party should they take over or keep either chamber. For Dems, will watch how candidates address ACA fixes v. M4All and other universal health care proposals. For GOP, will they or won't they return to repeal/replace.

Questions, Concerns, Tips?

Feel free to contact me:

Amy Lotven

alotven@iwpnews.com

703-562-8793



California Health Care Foundation

HEALTH CARE THAT WORKS FOR ALL CALIFORNIANS

join us
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California Health Care Foundation (CHCF)

- **Purpose:** Nonprofit independent philanthropy
- **Founded:** 1996
- **Offices:** Oakland (headquarters) and Sacramento
- **Grants awarded:** \$27 million in FY ending 2017
- **Goal areas:** ACA/health reform, behavioral health, maternal health, opioid safety, end-of-life care, workforce
- **Mission:** CHCF is dedicated to advancing meaningful, measurable improvements in the way the health care delivery system provides care to the people of California, particularly those with low incomes and those whose needs are not well served by the status quo.

Social Media's Role in Communications Strategy

1. Amplify CHCF's work
2. Advance the work of our partners
3. Engage with key audiences on our goal areas
4. Reach new audiences
5. Create a compelling voice for CHCF
6. Build and maintain brand awareness
7. Disseminate key information relevant to our mission

What to post?



Sources



WEEKLY EDITION

A service of the California Health Care Foundation

Friday, September 07, 2018

Check [California Healthline](#) online for the latest news

[As Treatable As Diabetes? Lawmakers Push New Ways To Stem Opioid Addiction](#)

By Pauline Bartolone

California lawmakers approved 14 measures to address the opioid crisis, including one that requires health plans to cover medication-based treatments for opioid addiction without requiring pre-authorization. Gov. Jerry Brown has until the end of September to approve or reject the proposals.

[The High Cost Of Hope: When The Parallel Interests Of Pharma And Families Collide](#)

By Emily Kopp and Jay Hancock

Desperate for help in finding a lifesaving drug for a fatal genetic disease, families banded together to fund early research and then worked with drug companies on clinical trials and marketing. Yet, this small patient advocacy group is stunned by pharma's pricing.



*If you've been crushed this week by the avalanche of **Brett Kavanaugh hearings** and speculation about **an anonymous New York Times op-ed**, don't worry, there has been a bunch of interesting health care news this week.*

Let's run through them, grab bag style. I couldn't pick just one.

—Dylan

OxyContin magnate now wants to treat addiction

More than **72,000 people** died of drug overdoses in 2017, according to preliminary CDC data, by far the most deaths on record in a single year and almost all of them died from opioid overdoses.

POLITICOPULSE

09/07/2018 10:00 AM EDT

By DAN DIAMOND (ddiamond@politico.com · [@ddiamond](#))

With help from Dan Goldberg, Sarah Oweremohle, Adam Cancryn and Victoria Colliver

Brett Kavanaugh's hearing is over and all eyes are now on swing-vote senators. But first: A long-delayed opioid package is moving forward.

SENATE OPIOID VOTE LOOMING NEXT WEEK — After weeks of negotiations, senators have reached a deal on a bipartisan package to address the opioid crisis, paving the way for a vote next week, Senate Majority Leader Mitch McConnell announced Thursday.

Sources

CA journalists

A public list by [CHCF](#)

Members

40

Subscribers

1

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[CA journalists](#)

[Influencers: Bhv Hlth](#)

List members

Ken Carlson @KenCarlson16
County Government/Health reporter [@modestobee](#)

David Gorn @dgonreports

Patti Neighmond @pneighmond
Health policy and consumer health correspondent for NPR

Steven E. Mayer @semayerTBC
Staff Writer, The Bakersfield Californian

Sammy Caiola @SammyCaiola
Health Reporter [@capradiohealth](#), Outdoor enthusiast, [@medill grad](#) [@nlja](#), [@AHCJ](#)

Emily Bazar @emilybazar · 7h

Many California children on [#Medicaid](#) are being denied health services to which they are federally entitled, from [#dental care](#) to [#Mentalhealth treatments](#). [californiahealthline.org/news/confusion...](#) [@jocelynwiener](#) [@CalHealthline](#) [#CALeg](#)



Confusion Leaves Low-Income Children In Health Care Limbo

Some low-income children in California are not getting medical, dental and mental health treatments to which they are entitled under federal law. Lega...

[californiahealthline.org](#)

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❤️ 7
✉️

Chad Terhune @chadterhune · 9h

The Remedy For Surprise Medical Bills May Lie In Stitching Up Federal Law [@mandrews110](#) [@julie_appleby](#) [khn.org/ODcwMjE1](#) [#surprisebills](#) [@khnews](#)



The Remedy For Surprise Medical Bills May Lie In Stitching Up Fede...

The wide-ranging law has the potential to blindside many consumers whose health care comes from company and union health plans that are "self-funde...

[khn.org](#)

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CHCF's External Influencers

Influencers: Opioids

A private list by [CHCF](#)

Revised April 2018

Members 10 **Subscribers** 0

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- CA journalists
- Influencers: Bhv Hlth
- Gubernatorial candidates
- CA Data Fellows 2017
- Influencers: Hlth reform
- CHCF Staff

List members

	Lenny Bernstein @LennyMBernstein Health and medicine reporter for The Washington Post.	Following	⋮
	Julia Lurie @julia_lurie Reporter @MotherJones in SF covering opioids. Get in touch: jlurie@motherjones.com	Following	⋮
	Keith Humphreys @KeithNHumphreys Esther Ting Memorial Professor at Stanford University, public policy advisor, film buff. Writing at Washington Post Wonkblog.	Following	⋮
	Carl Hart @drcarlhart Chair, Dept. of Psychology @Columbia University; Author HIGH PRICE, winner of the 2014 PEN/E. O. Wilson Literary Science Writing Award.	Following	⋮
	Leana Wen, M.D. @DrLeanaWen #Baltimore City Health Commissioner @BMore_Healthy; proud to be an ER doctor and patient & community advocate	Following	⋮

What to post?



What to post?



Where to post it?

Social Channel	Approach
Twitter	<p>Focus: news, neatly-packaged shareables</p> <p>Content promoted: data points, current events, comments/context on policy issues with links to CHCF and partner resources</p> <p>Tone: matter-of-fact, objective</p> <p>Frequency: multiple posts per day, 6-7 days/week</p>
Facebook	<p>Focus: storytelling, trends in data</p> <p>Content promoted: journalistic stories on our goal areas, human-centric health news, surprising/interesting data</p> <p>Tone: conversational with an emphasis on storytelling</p> <p>Frequency: 1 post per day, 5-6 days/week</p>
LinkedIn	<p>Focus: networking, brand promotion</p> <p>Content promoted: CHCF publications, company news</p> <p>Tone: formal, professional</p> <p>Frequency: 1 post per day, 3-4 days/week</p>

Measuring the Impact of Social Media Engagement



Vanity metrics: surface-level metrics (e.g., number of followers, likes) that provide high-level data on brand awareness and recognition.

Measuring the Impact of Social Media Engagement

Top Tweet earned 22.9K impressions

Dawn Jones bought a short-term plan in 2014 as stopgap coverage between jobs. When she was diagnosed with breast cancer, her insurer refused to pay for her treatment, leaving her with a \$400,000 medical bill. What you need to know about short-term plans: chcf.org/blog/short-term-plans pic.twitter.com/1pzPqcmh2Z



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Engagement metrics: deeper metrics (e.g., shares, comments) that allow us to capture the value of our work to key audiences.

Successful Tweets

Top media Tweet earned 4,782 impressions

The Sept 2018 issue of [@Health_Affairs](#) is devoted to an examination of "Health and Health Care in California." Join us online or in person for a special [#CAHealth](#) briefing at [@RANDCorporation](#) on Monday, Sept 17. Register now: web.healthaffairs.org/acton/form/175... pic.twitter.com/o2vLTIQuVv



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CHCF @CHCFNews · May 11

The US medical system **bases maternal health care** on the idea that it's rare for a woman to die in childbirth. Elliott Main [@cmqcc](#) warns, "That sets up the opportunity for what we call the twin demons of denial and delay."

Read and share: npr.org/2018/05/10/607... [@ProPublica](#) [@npr](#)



For Every Woman Who Dies In Childbirth In The U.S., 70 More Come ...

More than 50,000 American women nearly die from childbirth every year, according to a CDC estimate. These catastrophic complications can com...

npr.org

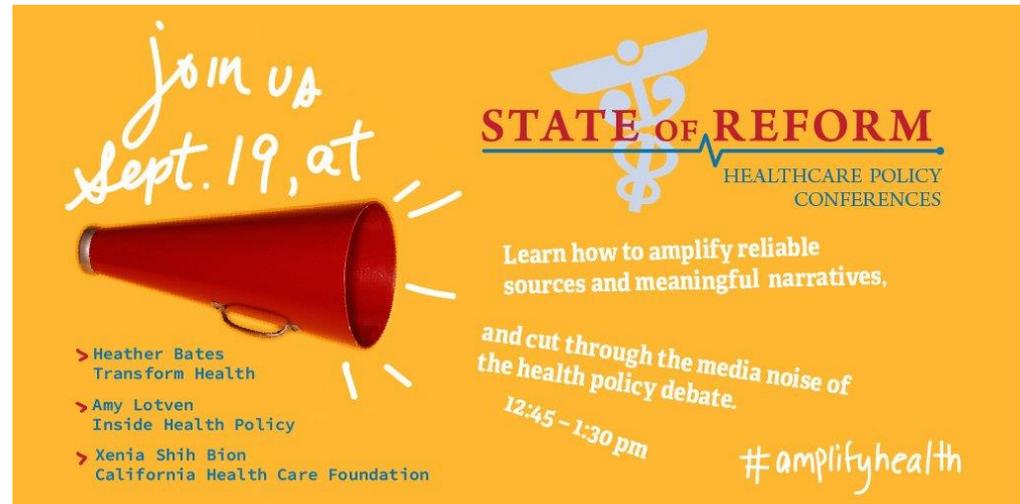
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Questions:



Contact Us

- Amy Lotven alotven@iwppnews.com
 - PM on Twitter @amylotven



- Xenia Shih Bion xshihbion@chcf.com
 - PM on Twitter @xshihbion



- Heather Bates
heather@transformhc.com
 - PM on Twitter @heatherjbates