

LET'S MAKE AMERICAN HEALTH CARE  
**UNIVERSAL, SIMPLE, AND AFFORDABLE,**  
USING THE **USA** APPROACH AND FRAMEWORK

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The USA Health Care Project

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American health care costs too much, excludes too many, and is bewilderingly confusing, even for those with coverage.

Most of us have had negative personal or family experiences obtaining or paying for health care.

Addressing these problems has been agonizingly slow.  
Why?

Opponents of affordable *health care for all* are wealthy, politically powerful, and able to buy ads to influence public opinion and pay lobbyists to drive policies.

Advocates also share some of the blame because too often we:

- Use jargon and techno-babble that confuses people;
- Ignore personal economic and human realities;
- Descend into rabbit holes of policy minutia; and
- Are inflexibly wedded to specific positions and labels.

We need new ways to talk about what's wrong with American health care and what values we should use to set our goals for change.

**We need a better way to talk about health care issues.**

At USA Healthcare, our vision for American healthcare has three ideals:

1. An approach that puts values and principles first, before specific policy proposals
2. A framework for communicating about and assessing proposals for reform
3. Language that is approachable, relatable, and non-partisan



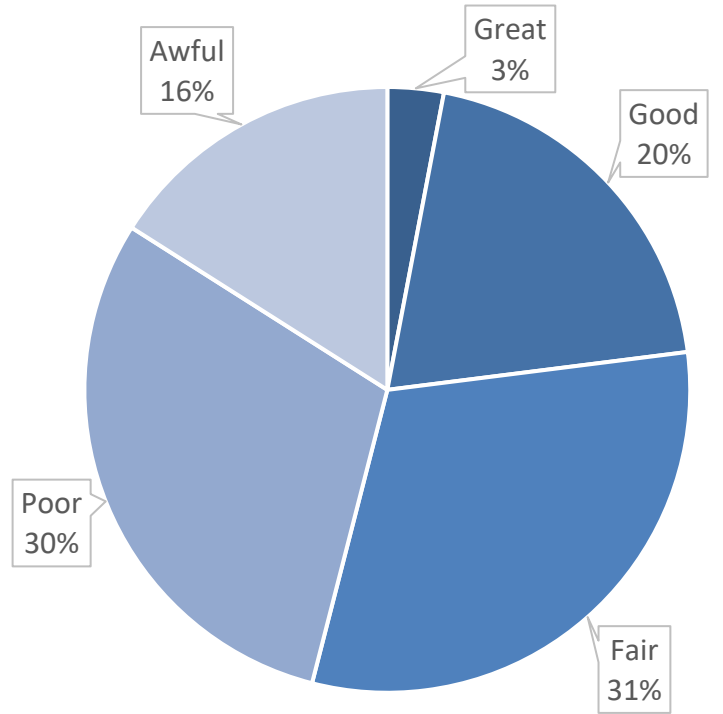
**We need language with clear goals and strong values.**

In September 2022 we surveyed 500 people in seven red and purple states - *Texas, Wisconsin, Kansas, North Carolina, Ohio, Michigan, and Pennsylvania*

- 99% think health care needs to change
- 51% rate health care as poor or awful
- 82% rate the cost and ways we pay for care as poor or awful
- 91% think health care is too complex
- 85% think health care should be universal
- 98% think health care should be simple
- 98% think health care should be affordable for everyone
- 90% believe health care that is universal, simple, & affordable (USA) would be good for them and their families

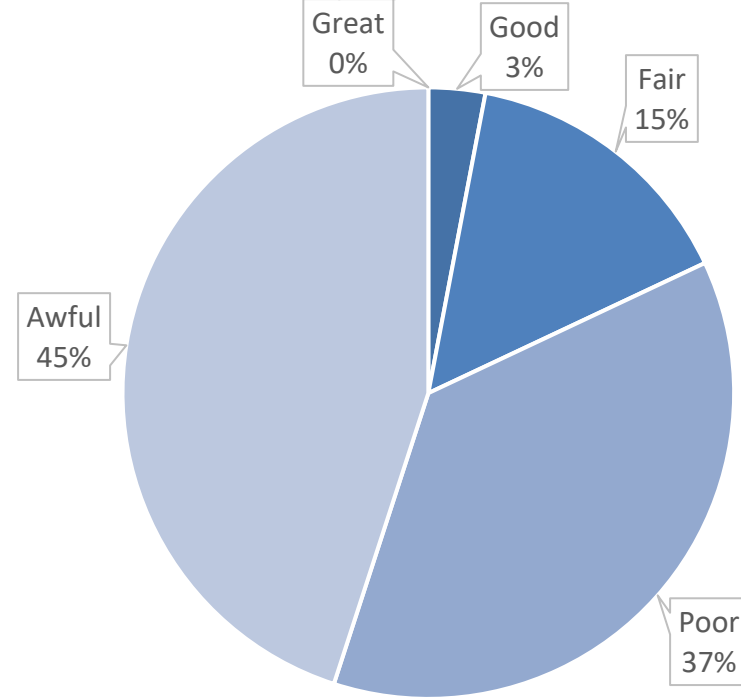
**Opinion surveys show strong support the USA approach.**

What do you think about the quality of American health care?



■ Great ■ Good ■ Fair ■ Poor ■ Awful

What do you think about the way Americans pay for health care?



■ Great ■ Good ■ Fair ■ Poor ■ Awful

**Opinion surveys show strong support the USA approach.**

Our survey showed that, in these red and purple states:

- 69% view health care as a necessary social good that should be accessible and affordable to everyone
- 14% view health care as a consumer product; the richer you are, the more you can buy
- 17% see health care as a blend of the two

In the past, political rhetoric labeled universal, simple and affordable health care as “socialism.” Today, most Americans see health care as a social good, so we should strive to expand this social good to everyone.

**Health care is a social good not a consumer product.**

We encourage organizations concerned about health care—advocacy organizations, professional associations, and justice-oriented groups—to use the USA framework when discussing policies or proposals.

The USA framework:

- Communicates values and principles
- Embodies popular principles
- Is easy to understand and remember
- Unifies rather than divides

**The USA framework promotes clarity in decision making.**



USA – Universal, Simple, Affordable is a FRAMEWORK of values, not a policy position.

- It can be used to frame, analyze, and evaluate any policy proposal.
- It can be used to support or criticize proposals.

For example:

- Proposals to push Medicare eligibility to age 70 would make health care less universal, less simple, and less affordable for people between the ages of 65 and 70.
- Expanding Medicaid eligibility in states that haven't done so would make care closer to universal by making it more affordable for people with low- and middle-income jobs.
- Allowing Medicare to negotiate drug prices makes health care simpler and more affordable, steps that could move towards care for all.

Think about another current policy; does it measure up to the USA framework?

**The USA framework frames policy positions.**

- Make conversations about health care personal.
  - Ask about recent personal experiences
  - Imagine a friend or family member with a serious illness or high-cost procedures.
- Ask how health care that is Universal, Simple, & Affordable would change their lives.
- Ask what problems would be alleviated if American health care were USA – Universal, Simple, Affordable.
  - If American health care were simpler and prices lower, making it universal would be easier.

**The USA framework offers next steps.**

# For more on USA Health Care

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# USA is a helpful framework. We hope you will do the following.

- Incorporate the USA framework in your analysis and communications about health care proposals.
- Tell others about USA and why you think the USA framework is helpful.
- Share this PowerPoint with friends and colleagues.
- Let us know how people respond and what you learn from talking to others about USA.
- Thanks for helping spread the word about the USA Health Care framework – Universal, Simple, & Affordable.