




Session Objectives

- What is a Health Care Coalition and Why is it Essential?
- What are the Benefits of Coalitions?
- NJ For Health Care Coalition
- The Journey of Cover All Kids
- Bringing Prescription Drug Affordability Reform to New Jersey
- Your Turn To Build A Health Care Coalition Activity



What is a Health Care Coalition?

An alliance for combined action

- Organizations
- Groups
- Individuals
- Communities




Benefits of a Coalition



- Increased Resources
- Collective Expertise
- Enhanced Advocacy Power





NJ For Health Care
—njforhealthcare.org





NJ For Health Care
—njforhealthcare.org

- New Jersey for Health Care Coalition came together in 2008 to address the crisis of a lack of quality, affordable and accessible health coverage for our residents
- Dedicated to common sense, consumer friendly solutions to ensure every New Jerseyan can get the health care they need, when they need it, and at a price they can afford
- The coalition has distinguished itself as the leading voice for consumers in federal and state health care reform efforts
- 75+ member organizations represent over two million New Jerseyans and include allied patient advocates, community and faith-based groups, labor, racial justice advocates, research and policy organizations, child, senior and women's advocacy groups, and social service providers





Core Principles

We need coverage, payment and delivery reforms that:

1. Acknowledge access to quality, affordable, comprehensive health care is a social good that should be guaranteed by government.
2. Recognize that health care is not a commodity and that it is the appropriate role of government to regulate the prices of health care delivery to promote the public interest.
3. Eliminate disparate health outcomes due to ethnic, racial, or gender discrimination and poverty.
4. Incentivizes best practices that make people healthier, including implementing mental health parity.
5. Promote medical education programs that train health care providers to deliver culturally competent care that treats the whole person.
6. Ensure individuals are heard, understood, valued and respected, when it comes to the development of health care policy and regulation of patient care.
7. Promote policies and treatment protocols that address the economic, environmental and social factors that harm the health and well-being of individuals and communities. Recognize that health care is not a commodity and that it is the appropriate role of government to regulate the prices of health care delivery to promote the public interest.





A History of Policy Change in Health Care

Together we have won important victories that have expanded coverage, increased protections and helped lower costs for consumers such as:

- Supporting the implementation of the Affordable Care Act
- Expanding coverage to all NJ children regardless of immigration status
- Establishing a Prescription Drug Affordability Board
- Establishing Out of Network protections for NJ patients
- Establishing NJ's State-Based Health Care Marketplace and codifying essential NJ ACA protections
- Creating a Health Insurance Assessment Fund to be used to make health coverage more affordable and accessible in our state
- Establishing an EZ Enrollment program that allows tax filers to enroll in ACA coverage at tax time





Emerging Priorities

Implementation Work

- Cover All Kids Phase III
- Prescription Drug Affordability Council

New Legislation

- Medical Debt Package (Prevention, Alleviation, Systemic Change)

Outreach

- Medicaid/NJ FamilyCare Redeterminations
- ACA Enrollment and Education

Goal: Universal Health Coverage

New Jersey must continue to improve our health care system to ensure universal coverage, better access and outcomes, and reduce costs



Advocacy for Cover All Kids






The Journey of Cover All Kids

From Problem to Solution:
Instituting policy change




- Partners and Allies in the fight for affordable, quality health care for all
- Identified a Problem – Uninsured Children
 - What's the solution?
 - Change an Agency Rule?
 - Pass new legislation?
- Research the solution
- Acquired the data to support the need
- Researched other states' policies
- We also had a lot of allies: Pediatricians, faith leaders, school administrators, teacher's union, immigrant groups, child welfare advocates, and champions in the administration



Implementation



COVER ALL KIDS HAS BEEN A BIG SUCCESS!!!!

Phase 1 Enrollment: 86,710 total children under 19yrs old enrolled in NJ FamilyCare since July 2021

Phase 2 Enrollment: 27,050 undocumented children enrolled in NJ FamilyCare since January 1, 2023

NOTE: ALL ENROLLEES ARE REQUIRED TO RE-CERTIFY ANUALLY



We're not done until ALL kids are covered



Advocacy Next Steps:


Phase 3 Implementation

- Ensure that all NJ FamilyCare income ineligible children are able to access Health Insurance Coverage that is comparable to those children enrolled in NJ FamilyCare
- Establish a NJ FamilyCare Buy-In program for Individuals and families who have previously been barred from enrollment
- **It's Back To School** and we need to promote Cover All Kids enrollment in all of our communities to continue to increase enrollment



Advocacy for a PDAC

(Prescription Drug Affordability Council)



NJ FOR AFFORDABLE DRUGS

DRUGS DON'T WORK IF PEOPLE CAN'T AFFORD THEM

LAURA WADDELL
Health Care Program Director

NEW JERSEY CITIZEN ACTION

www.NJForAffordableDrugs.com

DRUGS DON'T WORK IF PEOPLE CAN'T AFFORD THEM

WHY WE NEED A PDAB

- Nearly 1 in 4 respondents (23%) reported rationing medication by either not filling a prescription, cutting pills in half, or skipping a dose of medicine in the last year due to cost
- Unaffordable medications contribute to poor health outcomes which disproportionately affect communities of color
- Only measure being considered by the legislature that establishes an infrastructure and a mechanism with a mandate for action to address the high cost of Rx throughout the system
- Reforms that can be felt at the pharmacy counter by everyone, not only seniors, and not only a singular disease population.
- 86%—of New Jerseyans support a Prescription Drug Affordability Board across party lines

About NJ For Affordable Drugs

DRUGS DON'T WORK IF PEOPLE CAN'T AFFORD THEM

A campaign with 30 partner organizations focused on supporting A1747/S329 which would establish a Prescription Drug Affordability Board (PDAB) in New Jersey

NEW JERSEY CITIZEN ACTION, AARP New Jersey, NAACP NEW JERSEY AFFILIATION, MS NEW JERSEY, SEIU, N.A.S.W., APPLIED SEED, ACP New Jersey Chapter, ICA, IHP, DOCTORS FOR AMERICA, LOCAL 104 AFL-CIO, NJi for CHOICE

JOIN US

NJ FOR AFFORDABLE DRUGS

DRUGS DON'T WORK IF PEOPLE CAN'T AFFORD THEM

SIGN OUR RESOLUTION



- Your level of involvement depends on your capacity
- Lend your logo
- Put in a slip of support
- Testify at a hearing
- Participate in an event
- Write an Op Ed
- Take and Share Actions




8 STATES WITH PDABS

DRUGS DON'T WORK IF PEOPLE CAN'T AFFORD THEM

- EXPERTISE
- INDEPENDENCE
- MEANINGFUL ACTION STEP
- PERMANENCE



A PDAB WILL PUT NJ AHEAD OF THE CURVE

- We can't shift costs
- caps on cost don't lower price
- We can't start cherry-picking diseases
- No one gets a free pass, a PDAB would analyze all actors within the pharmaceutical system to identify cost drivers
- The time for a transparency only solution has long passed

GOVERNOR'S RX PACKAGE

- CoPay Caps**
A2839/S1614
- Transparency**
A2840/S1615
- PBM Reg.**
A2841/S1616
- Bulk Purchasing**
A3159/S2829

A PDAB should be the litmus test for existing and proposed policies and systems that result in Rx cost drivers

DISPELLING PDAB MYTHS

DRUGS DON'T WORK
IF PEOPLE CAN'T
AFFORD THEM

FACTS

- Is not going to create **pharmageddon**
- Will not be the death of **capitalism**
- **INNOVATION** - Research has consistently demonstrated that there is no correlation between drug prices and innovation
- **SCARCITY** - The Board would not recommend Upper payment Limits on any drugs included on the FDA's shortage list and the Board is required to monitor any drug it recommends for accessibility and act accordingly

DRUGS DON'T WORK
IF PEOPLE CAN'T
AFFORD THEM

PROGRESS

S1615/A2840 PRESCRIPTION DRUG AFFORDABILITY COUNCIL

PDAB (S329/A1747) vs. PDAC (S1615/A2840) Comparison of the Essentials

CHARATERISTICS	Prescription Drug Affordability Board (PDAB)	Prescription Drug Affordability Council (PDAC)
Independent	✓	✓
Regulatory Entity	✓	✗
Mission to Protect NJ from Rx Price Gouging	✓	✓
Leadership Appointed Team of Experts (5 members)	✓	✓
Stakeholder Council (27 members)	✓	✗
Request & Collect Data	✓	✓
Penalties for Noncompliance	✗	✓
Analyze Pharmaceutical System and all Actors Within	✓	✓
Identify Rx Cost Drivers	✓	✓
Create Actionable Legislative/Regulatory Policy Recommendations	✓	✓
Hold Public Meetings	✓	✓
Appropriation	\$1 Million	\$1.5 Million



Your Turn To Build A Coalition

Key components of creating a healthcare coalition

- Clear Purpose and Goals:
- Diverse Stakeholders
- Collaborative Partnerships
- Strategic Planning
- Advocacy Strategy
- Community Engagement
- Legislative and Policy Expertise
- Communication and Messaging






Your Turn To Build A Coalition

Midwest Academy Strategy Chart
After choosing your issue, fill in this chart as a guide to developing strategy. Be specific. List all the possibilities.

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics
<ol style="list-style-type: none"> List the long-term objectives of your campaign. State the intermediate goals for this issue campaign. What constitutes victory? <p><i>How will the campaign be implemented in people's lives?</i></p> <ul style="list-style-type: none"> Give people a sense of their own power? Alter the relations of power? <ol style="list-style-type: none"> What short-term or partial victories can you see as steps toward your long-term goal? 	<ol style="list-style-type: none"> List the resources that your organization brings to the campaign. Include money, number of staff, facilities, reputation, contacts, etc. What is the budget, including in-kind contributions, for this campaign? List the specific ways in which you need your organization to be strengthened by this campaign. Fill in numbers for each: <ul style="list-style-type: none"> Expand leadership group Increase experience of existing leadership Build membership base Expand into new constituencies Raise more money List internal problems that have to be considered if the campaign is to succeed. 	<ol style="list-style-type: none"> Who does about this issue enough to join in or help the organization? <ul style="list-style-type: none"> Whose problem is it? What do they gain if they win? What risks are they taking? What power do they have over this target? Who are your opponents? <ul style="list-style-type: none"> What will your victory cost them? What will they depend on to oppose you? How strong are they? How are they organized? 	<ol style="list-style-type: none"> Primary Targets <p>A target is always a person. It is never an institution or elected body.</p> <ul style="list-style-type: none"> Who has the power to get you what you want? What power do you have over them? Secondary Targets <ul style="list-style-type: none"> Who has power over the people with the power to get you what you want? What power do you have over them? 	<p>For each target, list the tactics that each constituent group can best use to make its power felt.</p> <p>Tactics must be:</p> <ul style="list-style-type: none"> In context. Flexible and creative. Directed at a specific individual. Well known to the membership. Be backed up by a specific form of power. <p>Tactics include:</p> <ul style="list-style-type: none"> Public events Actions for information and education Direct action Letter registration and voter education Education Accountability sessions Electrons Protesters



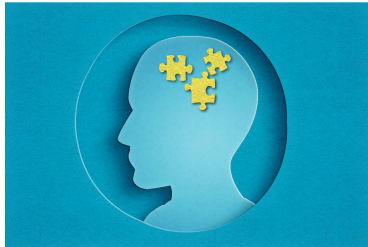
Your Turn To Build A Coalition

- Name your coalition
- Think of an issue in health care that you would like to fix
- Think about who is affected by the issue and who should be in the coalition
- Use the Midwestern Academy Chart to think through your campaign strategy
- Each Team Report Out

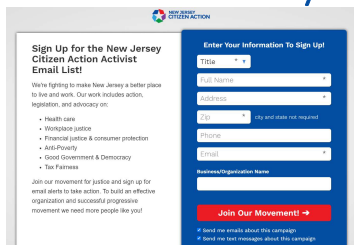


Key Take A Ways

- Thoughts
- Questions



Stay Engaged in Health Care Advocacy



<https://p2a.co/ISMV4mC>





CONTACT US



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Free Enrollment Assistance: (English & Spanish)
 Call NJCA - (888) 654-3893
 Email NJCA - GetCovered@NJCitizenAction.org
 Remote & In Person

Enrollment Workshops & Events (Virtual & In Person)
 Gabrielle Escibano, Director ACA Enrollment
Gabrielle@NJCitizenAction.org
 (973) 745-3816

Health Care Program Team:
 Laura Waddell, Health Care Program Director
Laura@NJCitizenAction.org

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 Call (973) 273-0315 or email coach@njcitizenaction.org

Report Housing Discrimination:
 Call (732) 246-4772 or email fhintake@njcitizenaction.org

Oil group:
 Email - wende@njcitizenaction.org

Loan & First Time Home Buying Counseling Program:
 Visit - <https://njcitizenaction.org/housing-counseling/>



Key components of creating a healthcare coalition:

Clear Purpose and Goals:

Define the coalition's specific purpose and objectives. What healthcare issue or challenge is the coalition addressing? What are the desired outcomes?

Diverse Stakeholders:

Identify and engage a broad range of stakeholders, including healthcare providers, community organizations, patients, advocacy groups, policymakers, and other relevant parties. Diversity in representation strengthens the coalition's influence.

Collaborative Partnerships:

Foster collaborative relationships among coalition members. Encourage open communication and mutual support to build trust and cohesion.

Strategic Planning:

Develop a strategic plan that outlines the coalition's priorities, strategies, and tactics. Define short-term and long-term goals and how to achieve them.

Advocacy Strategy:

Create a well-defined advocacy strategy that includes messaging, policy research, and engagement plans. Decide on the most effective ways to influence policymakers and the public.

Community Engagement:

Involve the community in your advocacy efforts. Conduct outreach and education campaigns to raise awareness and mobilize grassroots support.

Legislative and Policy Expertise:

Have access to individuals or partners with expertise in legislative and policy matters. Understanding the legislative process and relevant policies is crucial.

Communication and Messaging:

Develop clear and compelling messaging that conveys the coalition's goals and resonates with the target audience. Consistent and effective communication is key.

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