



## ***“Free Our Health Care Now!” Petition*** ***The Story of the Petition Effort***

### **I. WHY A HEALTH CARE PETITION?**

Government proposed health care “reforms” that have been introduced in Congress will have the effect of socializing U.S. health care and imposing on all Americans the inefficiencies and dangers found in Canada and Great Britain. If they succeed, most Americans will be forced into a government-run health insurance market and enrolled in a government-run health plan. As a result, most Americans will enjoy fewer choices, more limited access and an increased tax burden. Ultimately, a government-sponsored monopoly will replace the competitive market as the nation’s health care provider, and replace the doctor as the party responsible for determining proper patient care.

### **II. IMPLICATIONS OF GOVERNMENT-RUN HEALTH CARE**

Under the proposed plan, the federal government will increase its health care spending by \$1.5 trillion over the next decade. In an effort to compel participation, the government will impose upon employers a play-or-pay mandate requiring them to provide employees with insurance (i.e. “play”) or pay a tax on noncompliance. As a result, employer-provided health insurance will unravel. Today’s individual market will vanish as will the small group market.

In the absence of a competitive market, Medicaid will necessarily expand, foisted upon middle class Americans. In time, most people will receive health insurance exclusively through a government subsidized and regulated “exchange.” Tragically, the government reforms will have no positive effect upon the principle problems of cost, quality, and access:

- **Increasing Cost.** Under the government-run plan, no limits exist to control cost. Moreover, the increase of \$150 billion in annual health care spending will exacerbate medical inflation.
- **Decreasing Quality.** Under the government-run plan, no measures exist to significantly increase quality. In fact, the proposed “exchange” will perversely incentivize health care providers to underprovide to the sick and overprovide to the healthy.
- **Limited Access.** Under the government-run plan no demand will increase, supply will remain constant and, as a result, overall access to care will decrease as relatively more patients fight for the attention of relatively fewer doctors.
- **Reduced Portability.** Under the proposed legislation, government-provided insurance will be available for only a year at a time. Health insurance will thus be even less portable than it is today. Costs will undoubtedly go up for those that have health problems and there will be no group to help absorb those costs.
- **Greater Inefficiency.** Under the government-run plan, the amount of bureaucratic interference in the practice of medicine will increase dramatically.

### **III. THE GENESIS OF THE “FREE OUR HEALTH CARE NOW!” PETITION**

Relying upon the National Center for Policy Analysis (NCPA) for its expert health care policy analysis, *The Mike Gallagher Show* and the creative team at *Salem Radio Network* authored the “*Free Our Health Care Now!*” petition in mid May. The goal was clear: stop government-run health care. The team quickly recognized, however, that to garner the number of signatures needed to impact Congress, the petition could not be restricted to any single talk show host.

The team also recognized the importance of having ONE petition without branding so everyone could own it.

Thus the following plan, which consolidates the many talk show hosts, web sites, and organizations into a single, strong, united effort.

**A. Galvanize Conservative Talk Radio Hosts.** Conservative talk radio has proven to be an effective catalyst for causes and movements in the past several years. We recognized this was an opportunity to educate millions of Americans on free-market reform.

**B. Organizing the Online Activists.** In combination with talk radio, some of the top conservative web sites will be used for educating the public on free-market healthcare.

**C. Driving Database Marketing.** Utilizing the trusted source of some of the most conservative sites, dedicated e-mail will be used as a means to tap into proprietary databases giving access to millions of Americans to educate the public on free-market health care reform.