

Taking on Opponents of Health Insurance Reform: Hit and Pivot

To defeat the opponents of reform when they attack, we suggest the following three-step strategy:

1. Hit and pivot. The strongest critique opponents have is based on disruption and fear. Hit hard and pivot back to the top-line message of “security and stability for America’s middle class.” This message will calm concerns, offer reassurance and remind the middle class that reform will principally benefit them.
2. Tap into key values the public places on reform:
 - » **Stability and peace of mind**
 - » The **middle class**
 - » **Choice and control**
 - » **Quality**
 - » Continuity—**keeping your current plan and doctor**
 - » **Value**—paying less and getting more
 - » **Affordability**
 - » Patriotism—**“uniquely American solution”**
3. Solutions over politics. Put opponents of reform inside the Beltway and yourself outside of Washington.

The Attack

There is a health care crisis in America. However, a government takeover is not the answer. We don’t need the Democrats’ plan of socialized medicine. If some government bureaucrat puts himself between you and your doctor, denying you exactly what you need and when you need it, that’s a crisis. Delayed care is denied care.

The Counter Attack

- Some in Washington will do anything to kill reform. Their only priority is scoring political points, not passing needed change.
- This isn’t about Washington, it’s about you.
- This is a uniquely American solution that gives you the certainty that you will always have choice of quality, affordable health care.
- Insurers won’t be able to deny you care for an illness you had years ago, a pre-existing problem, or because of your age.
- Health care reform will give you stable and secure coverage that cannot be taken away, stable costs that won’t eat away at your paycheck, and the peace of mind that you can keep your current plan and doctor if you want to.
- This is America, and we can solve problems.