



## ANNUAL REPORT

June 2008 – May 2009

### WINS FOR CONSUMERS IN THE LEGISLATURE



These successes were a result of collaborative efforts with partners:

- An increased tax of \$1 per pack of cigarettes was passed
- Improvements were made to the KidCare program
- Expansion of Medicaid Reform was blocked once again
- Medically Needy and MEDS-AD programs were spared until 2011
- Acceptance of stimulus funding resulted in the rescue of Medicaid from huge cuts

### PUBLIC POLICY ANALYSIS



- Six policy briefs on Medicaid Reform
- Medicaid: The Case for Change (*Orion Consulting*)
- Consumer perspective analysis of Cover Florida

### CONSUMER EDUCATION



- Listed things to know about Cover Florida health insurance
- Assisted AHCA with WellCare transition
- Directed consumers in certain PSNs on what they should do as a result of an HMO conversion
- Developed a hospital patients rights flyer
- Provided information on a new law that would've changed how Medipass works

### MEDIA OUTREACH



- Quoted in 42 newspaper articles in major media markets
- 8 sound bites picked up by 115 radio stations
- Sent out 9 press releases
- Co-coordinated and/or spoke at 11 press conferences
- Strengthened relationships with media

### ELECTRONIC OUTREACH



- Sent out 17 CHAIN Reactions
- Sent out 31 action or information alerts to full listserv
- Increased subscribership by 3,500 (total 7,300)
- Strengthened partner article submissions



## LEGISLATIVE AND POLICY INITIATIVES



- Met with and/or worked with legislators on policy priorities
- Coordinated legislative visits for consumers and advocates
- Assisted Broward commission with writing resolution to abolish Med Reform in Broward County
- Educated policymakers and worked with consumers to advocate on Medicaid policy issues

## DIRECT SERVICE



- Spoke with 42 consumers who needed help accessing prescription drugs, KidCare, Medicaid, or other insurance
- Contacted program administration on behalf of 15 consumers

## PUBLIC EDUCATION



- Compiled candidates' positions on health care
- Hosted first Cover Florida forum with Governor's office in attendance
- Produced webinar on Medicaid Reform with 115 attendees
- Co-hosted 3 town hall meetings around KidCare
- Presented as guest speakers on various health access topics

## COALITION BUILDING



- Spearheaded and provided updated policy information, analysis and action opportunities for the following coalitions:
- Medicaid Advocates Coalition
  - Healthy Florida Alliance
  - Hospital Accountability Project

## ORGANIZATIONAL DEVELOPMENT



- Developed and started implementing Strategic Plan
- Developed Strategic Business Plan
- Launched first online donation campaign
- Redesigned brochure