

Florida CHAIN

Annual Report

June 2009 - May 2010

**Community
Health
Action
Information
Network**

FLORIDA CHAIN HELPED PREVENT A RISKY STATE MEDICAID OVERHAUL

Faced with proposals to expand the flawed Medicaid program to additional counties and populations, Florida CHAIN worked to ensure that Medicaid Reform did not expand and address ongoing problems with the program. Ultimately, we were successful in educating the public, partners and lawmakers and proposals did not pass the 2010 legislative session. Below are some highlights of our work.



- ✧ Coordinated the Florida Medicaid Advocates Coalition
- ✧ Met with Agency for Health Care Administration Secretary Tom Arnold
- ✧ Quoted in articles in major media markets on Medicaid Reform
- ✧ Trained and recruited consumers to testify at county delegation hearings
- ✧ Brought Medicaid Reform consumer to Tallahassee to speak to legislators about her experience
- ✧ Submitted and helped partners submit op-eds on Medicaid Reform
- ✧ Served as a reliable source of information for reporters from major media markets
- ✧ Coordinated “Don’t Extend Unless You Mend” campaign that synchronized partner activities
- ✧ Created materials and discussed Medical Homes with partners as alternative to Medicaid Reform
- ✧ Provided presentations to county commissioners and partners
- ✧ Attended AHCA’s Medicaid Reform Feedback Meeting
- ✧ Documented and distributed consumer stories to legislators and posted on our website
- ✧ Staff testified at 3 county legislative delegation hearings
- ✧ Contracted with well respected Tallahassee lobbyist to advocate for our priorities
- ✧ Briefed the Florida Democratic Caucus on Medicaid
- ✧ Testified in House Select Council on Strategic and Economic Planning
- ✧ Testified at Representative Mia Jones’ Town Hall in Jacksonville
- ✧ Testified before the House Select Council on Economic and Strategic Planning regarding the lack of encounter data to support managed care expansion.
- ✧ Gave input from the consumer advocate stakeholder perspective to the consultant hired by the House speaker to offer Medicaid redesign-related recommendations
- ✧ Prepared Jacksonville partners for Town Hall
- ✧ Created a Medicaid Reform Case Study documenting a consumer’s challenges and how that relates to the bigger picture
- ✧ Sent Medicaid Reform critique to the state formed Medical Care Advisory Committee
- ✧ Created and distributed a Medicaid packet with information and consumer stories to coalition members and legislators
- ✧ Coordinated hand written letter writing campaign generating at least 15 letters to legislators
- ✧ Provided a side-by-side summary of Medicaid overhaul legislative proposals
- ✧ Sent a letter to Center for Medicare and Medicaid Services opposing the expansion of Medicaid Reform
- ✧ Developed weekly messaging that highlighted concerns about the managed care industry’s ability to provide appropriate health care to Medicaid enrollees.
- ✧ Developed and distributed policy papers that factually enforced those messages.

FLORIDA CHAIN SUPPORTED THE PASSAGE OF HEALTH REFORM

It was a long and winding road, but Florida CHAIN stayed on track until the finish line. Although the final legislation left room for improvement, it was recognized as the most sweeping change in health care reform in our decades. Below are some highlights of our work.



- ✧ Submitted and helped partners submit op-eds on Health Care Reform.
- ✧ Recruited consumers for press conference calls with national partners
- ✧ Served as a reliable source of information for reporters from Health News Florida, Orlando Sentinel, Sun Sentinel and Miami Herald.
- ✧ Co-coordinated “Not in My Name; Not on My Dime” campaign opposing Attorney General McCollum’s lawsuit with Progress Florida
- ✧ Co-coordinated Health Care for America Now (HCAN) activities to pass health care reform
- ✧ Disseminated policy analysis at the federal level and created FL specific materials when necessary
- ✧ Presented at 7 town halls, funder meetings, commissioners and partner organizations
- ✧ Testified at joint public hearing with Office of Insurance Regulation and Florida Health Insurance Advisory
- ✧ Met with and provided policy assistance for Senator Bill Nelson
- ✧ Met with and/or hosted press events with 4 members of congress
- ✧ Sent out health care reform alerts to generate calls to congressional leaders on the fence about their vote
- ✧ Generated signatories for health care reform Affordability Sign On Letter

FLORIDA CHAIN INCREASED TRANSPARENCY OF HOSPITAL CHARITY CARE POLICIES

Through our on-going campaign with grassroots partners, Florida CHAIN identified and documented persistent barriers faced by hospital patients in obtaining charity care. We are currently working with the Florida Hospital Association to draft favorable policies and effectively implement increased transparency in charity care policies.



- ✧ Compiled a research report documenting the availability of charity care in Florida through quantitative and qualitative data collection
- ✧ Proposed statewide hospital guidelines for the reporting of charity care dollars spent and information provided to patients
- ✧ Worked with Florida Hospital Association to draft and implement improved charity care process guidelines

FLORIDA CHAIN INCREASED ITS CAPACITY

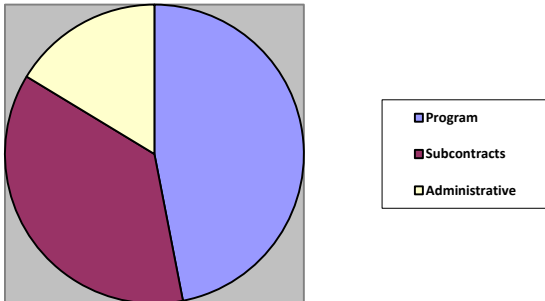
Working as a tiny staff had its benefits but also its drawbacks. Florida CHAIN is proud of its accomplishments but recognizes the need improve effectiveness, stay in step with technological advancements, and provide a sustainable source of revenue. Below are some highlights of our work.



- ✧ Hired a full time Advocacy Director
- ✧ Recruited two new board members
- ✧ Implemented Strategic Business Plan
- ✧ Doubled several of our corporate donations
- ✧ Expanded our outreach into the business community to enlist private sector support
- ✧ Joined Chamber of the Palm Beaches and Florida Health Care Coalition
- ✧ Completely redesigned website including adding a section for consumer resources; advocacy tools, and social media
- ✧ Started social media such as Facebook and Twitter
- ✧ Set up Blog and Podcast
- ✧ Increased subscribership to CHAIN Reaction and alerts by 25%

FLORIDA CHAIN'S FINANCIAL PICTURE

Expenditures



Revenue

