



Between thin air and solid ground

Building a persuasive case for Medicaid expansion



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The Alabama context

- **“Bare-bones” Medicaid** – mainly children, elderly and people with disabilities; parents of dependent children only below 18 percent FPL
- **Expansion-eligible population** – roughly 325,000
- **Political landscape** – on a scale of 1-10, ACA pushback scores about 7.5
- **Medicaid reform** – conversion to regional, non-profit managed care underway, gaining momentum
- **Expansion prospects** – Gov.’s tone softening



Talking their language: economic impact

- UAB economic impact study (*independent*)
- UA jobs story (*sponsored by Hospital Association*)
- Families USA working uninsured report (*advocates*)
- AlabamasBEST.org (*Medicaid Expansion Coalition*)
- Dollar ticker (*derived from UAB study*)



Economic impact projections 2014-20

- 300,000 newly insured Alabamians
- \$11.7 billion in federal match
- \$771 million in state expenses
- \$20 billion related private-sector growth
- \$1.7 billion in new state tax revenue



(Source: UAB School of Public Health, 2012)

Jobs study projections 2014-20

- 30,700 new Alabama jobs
- \$1.3 billion in new earnings
- \$2.1 billion boost to GDP
- \$3.5 billion in business activity



(Source: UA Center for Business & Economic Research, 2013)

Working uninsured report findings

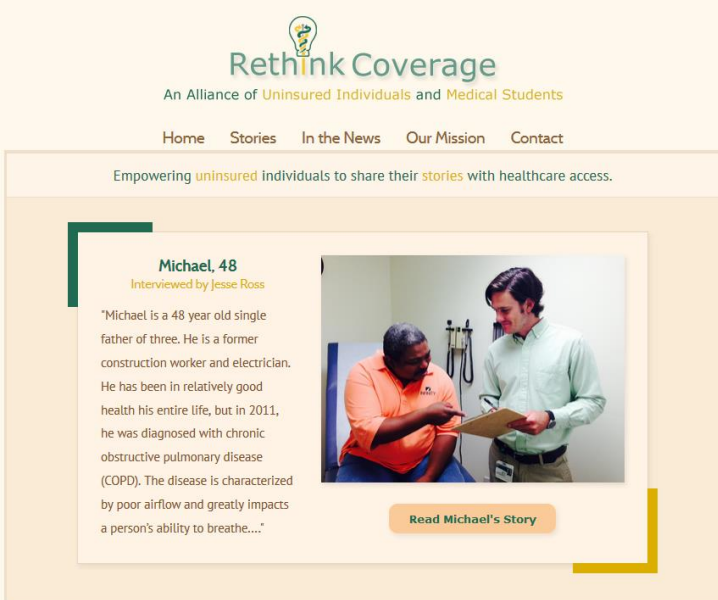


Occupations of Alabama workers eligible for expanded Medicaid

▪ Food service	26,000 workers
▪ Construction	26,000 workers
▪ Sales	25,000 workers
▪ Cleaning & maintenance	20,000 workers
▪ Production	17,000 workers
▪ Office & admin. Support	16,000 workers
▪ Transportation	15,000 workers
▪ Personal care & support	8,000 workers
▪ Installation & repair	7,000 workers
▪ All other	25,000 workers
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▪ TOTAL	185,000 workers

Strong local voices

- **Editorial boards** – strong support statewide
- **Rural hospitals** – the advocacy/fear quandary
- **Municipal governments** – e.g., city council resolution
- **Alabamians caught in the coverage gap** –
Rethinkcoverage.org




Rethink Coverage
An Alliance of **Uninsured Individuals** and **Medical Students**

Home Stories In the News Our Mission Contact

Empowering **uninsured** individuals to share their **stories** with healthcare access.

Michael, 48
Interviewed by Jesse Ross

"Michael is a 48 year old single father of three. He is a former construction worker and electrician. He has been in relatively good health his entire life, but in 2011, he was diagnosed with chronic obstructive pulmonary disease (COPD). The disease is characterized by poor airflow and greatly impacts a person's ability to breathe...."



[Read Michael's Story](#)

Alabama's BEST (Better Economy Starts Today)

Medicaid Expansion Coalition

Alabama's BEST
A BETTER ECONOMY STARTS TODAY

HOME ABOUT NEWS RESOURCES NATIONWIDE

Be Informed. Get Involved. Tell Your Story. >>

Giving Alabama's best in health care.
in finding options.
in jobs.

Imagine having a work-force with access to regular health care. Imagine what 30,000 new jobs could mean to Alabama's economy. And consider what health coverage would mean to the 191,000 Alabamians who can't afford to buy health insurance and who won't have coverage through Medicaid if the state does not expand eligibility. To be our best, Alabama has to find a way to take advantage of this opportunity.

August 2014 [report](#) - States not expanding forgoing \$424 billion in federal funding

Bring Our Tax Dollars Home

\$1,758,777,377.13

Every day Alabama is leaving millions of dollars on the table that could have provided coverage for thousands of uninsured people.

We can make a better choice.

WHO SUPPORTS INCREASING HEALTH COVERAGE?

[New study](#) - More than half of those potentially eligible for expanded coverage currently working

[What other Governors are Saving](#)

“Green shoots”

- 2014 Legislature: Keeps “Medicaid bump” with state funds
- Summer: Budget chair entertains “all options”
- Fall: Governor floats trial balloon on “Alabama plan”
- Advocates agree to praise opening, not seize on details



More “signs of spring”

- Governor uses first milestone of Medicaid reform to highlight crucial role of Medicaid in state health system.
- Governor secures National Governors Association technical support for Medicaid reform waiver effort.
- State of the State speech highlights need “to improve the well-being of our people by making healthcare more accessible and affordable for everyone.”



Thank you!



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