

# The 30th Annual

# Capitol Conference

February 24 - 26, 2020

**Roadmap to Reform!**



Social media is a great place to connect with clients and colleagues, share your knowledge, and further your lobbying efforts during NAHU's 2020 Capitol Conference. Please find a few tips and sample social media posts below.

## Lobbying & Social Media Best Practices

- "Speak with one voice."
- Include pictures with your posts. Snap photos of the Capitol building, you alongside your Congressmen, events, speakers, etc.
- Use #hashtags to link your message to the national NAHU network and the broader healthcare conversation. (See below.)
- Customize posts by mentioning state-specific details and other relevant people who are active on social media.
- Tag the social media accounts for your Congressmen and NAHU.
  - Twitter: @nahudotorg
  - Facebook: @NationalAssociationofHealthUnderwriters
  - LinkedIn: @National Association of Health Underwriters
  - Instagram: @nahudotorg
- Give your followers a reason to engage with your content. Ask them to like and share!
  - E.g., Today we met with [@CONGRESSMAN] about [XX]. Retweet to thank [CONGRESSMAN] for supporting [XX]!

## Hashtags

### **General:**

- #NAHUCapCon2020
- #NAHUVanguard
- #NAHU

### **Employer Reporting Reform:**

- #ACAreportingreform
- #Voice4ESC
- #SmallBusiness

### **Surprise Billing**

- #SurpriseBilling
- #SurpriseBill

### **Medicare for All:**

- #MedicareForAll
- #Medicare4All
- #NoMedicareForAll

### **Miscellaneous:**

- #Congress
- #healthcare
- #healthinsurance
- #employers
- #stormthehill

## Sample Tweets

[LOCAL CHAPTER] is en route to D.C. to advocate for #NAHU's legislative priorities before #Congress! #NAHUCapCon2020

.@nahudotorg members are here on Capitol Hill at #NAHU's 2020 Capitol Conference to fight for more affordable health coverage. Keep an eye on #NAHUCapCon2020 to see how brokers and insurers are changing health care for the better.

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### **Members Not Attending**

This week, the hundreds of agents and brokers headed to #NAHUCapCon2020 in DC this week will fight to make #healthcare more affordable! Follow along on Twitter @nahudotorg!

Wish I was at #NAHUCapCon2020! My fellow @nahudotorg members are heading to Capitol Hill this week to call on members of #Congress to provide affordable #healthcare!

Follow #NAHU on Twitter @nahudotorg and track #NAHUCapCon2020 for updates as members head to Washington, D.C. to advocate for #healthinsurance #agents and #brokers!

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### **Event Speakers**

[2/24] Thrilled to see @CMSSGov Administrator Seema Verma help kick off #NAHUCapCon2020 with her keynote address @nahudotorg members!

[2/24] #NAHUCapCon2020 is officially underway! We're getting excited for another keynote address from Blue Zones' Nick Buettner that will teach #NAHU members how we can change the way we think about a healthy long life.

[2/24] Today @nahudotorg members are joined by @ACAPHealth SimplePayHealth President Scott Schoenvogel as they outline ways to lower the cost of #healthcare! #NAHUCapCon2020

[2/24] Today, @Cigna Pharmacy Benefit Consultant Steve Magosin is helping @nahudotorg members navigate the world of pharmacy benefit managers and learn about recent regulatory actions taken by the Trump administration at #NAHUCapCon2020

[2/24] .@BMAlliance CEO @allysonschwartz, @NC\_HC's John Rother, and Debbie Wichey from @HealthInFocus are at #NAHUCapCon2020 to share why working in coalitions allows @nahudotorg's members to improve #health coverage for #Medicare beneficiaries.

[2/24] .@nahudotorg's Compliance Corner Committee has the answers to all your compliance questions and concerns. Submit questions you'd like to see answered to [legislative@nahu.org](mailto:legislative@nahu.org) before

their session today at #NAHUCapCon2020.

[2/24] Christina Nyquist, Chief Strategy Officer at @DTx\_Alliance, is meeting with @nahudotorg members to explain how digital therapeutics are more than just an app -- they can lower costs and change the course of #healthcare #NAHUCapCon2020

[2/24] Today at #NAHUCapCon2020, VP of Pharmacy Growth Strategies at @UnitedHealthGrp Nick Rogers will explain how recent regulations have affected the pharmaceutical industry and how @nahudotorg members can advocate for reform that best serves their clients.

[2/24] .@nahudotorg's #Medicare Working Group is educating members on recent changes to Medicare, NAHU's advocacy efforts regarding Medicare Advantage open enrollment and the role NAHU played in correcting Medicare PlanFinder 2.0. #NAHUCapCon2020

[2/24] .@WeAreOneDigital's Senior VP of regulatory affairs and reform initiatives Annette Bechtold and ERISA Attorney Samantha Malovrh are teaming up with MZQ Consulting CEO Jennifer Berman to demystify and de-stress nondiscrimination testing at #NAHUCapCon2020!

[2/24] Co-Founder and CEO of @ELAPservices Steve Kelly joins #NAHU this afternoon to explain why burdens placed on employer-sponsored coverage lead to skyrocketing costs and poorer-quality #healthinsurance.

[2/24] Former senior @HHSGov official John O'Brien is at #NAHUCapCon2020 to discuss developments in regulatory reform for prescription drug costs.

[2/24] Ashley Gillihan, Counsel at @AlstonBirdLLP, is meeting with @nahudotorg members this evening to break down the role of employers in Medicare compliance and how compliance concerns are changing for an aging workforce. #NAHUCapCon2020

[2/25] Senior @HHSGov official Jim Parker is here at #NAHUCapCon2020 to explain to @nahudotorg members the importance of population health management and its effect on the #healthinsurance market.

[2/25] @CMSGov Deputy Administrator Randy Pate is here with @nahudotorg members at #NAHUCapCon2020 to help close out a wonderful conference!

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## Lobbying

On Capitol Hill today, insurance agents and brokers are meeting with Members of Congress to advocate for measures that will make #healthcare more affordable. #NAHUCapCon2020 #stormthehill

Today, [LOCAL CHAPTER] met with [@CONGRESSMAN] to talk about [XX]. Thank you [CONGRESSMAN] for your support of agents, brokers and consumers! #NAHUCapCon2020

#stormthehill

.@nahudotorg members play an indispensable role in the health insurance marketplace. Thank you, [\[@CONGRESSMAN\]](#), for meeting with us to talk health reform today! #NAHUCapCon2020

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## Surprise Billing

.@nahudotorg members are committed to stopping surprise medical bills. Reimbursing at fair market rates would ensure patients treated by out-of-network providers aren't hit with #SurpriseBills.

Arbitration is the wrong way to stop surprise medical bills. It's costly and time-consuming and would lead to higher premiums. At #NAHUCapCon2020, we're calling on #Congress to fix #SurpriseBilling by establishing requiring fair market rate reimbursement.

Utilizing fair market rates to stop surprise medical bills could save patients \$25 billion over 10 years. @nahudotorg members are at #NAHUCapCon2020 to ask lawmakers to stop #SurpriseBilling #stormthehill

DYK the average #SurpriseBill after an emergency room visit is over \$600? Some are thousands of dollars? #NAHU members are here in the nation's capital to work with #Congress to find solutions to stop surprise medical bills.

More than 4 in 10 insured adults received a surprise medical bill from an out-of-network provider in the last 2 years. Here at #NAHUCapCon2020, @nahudotorg members are lobbying Congress to stop #SurpriseBilling.

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## Medicare for All

RT to show your support for @nahudotorg members who are at #NAHUCapCon2020 to fight for affordable healthcare that DOESN'T compromise patient choice. Say NO to #MedicareForAll.

Doubling individual and corporate income tax receipts won't cover the enormous cost of #M4A. That's one of the many reasons we at #NAHUCapCon2020 oppose #MedicareForAll.

#DYK that 63 percent of American voters say private coverage should play a part in our healthcare system? Under #MedicareForAll, private coverage would be illegal. That's why @nahudotorg members say #NoMedicareForAll.

68 percent of American workers say they'd rather build on the current healthcare system than replace it entirely. Here at #NAHUCapCon2020, we agree. Say NO to #Medicare4All

#MedicareForAll would cost \$3.2 trillion per year. That's more than three-quarters of the current federal budget. That's a lot to pay for lower-quality care. #NAHUCapCon2020

Not only would Americans lose their current coverage under #MedicareForAll, they'd have to pay more in taxes. That's why @nahudotorg members say no to #M4A #NAHUCapCon2020

If #MedicareForAll becomes reality, it could result in the loss of over 44,000 physicians by 2050. That means long waits and poor access to care. @nahudotorg members are here in the nation's capital to urge lawmakers to say NO to #Medicare4All

#MedicareForAll would put 1.5 million jobs at risk. That's not the fix our healthcare system needs. @nahudotorg members are urging Congress to say NO to #M4A at #NAHUCapcon2020.

#MedicareForAll would ban private insurance and force millions onto a government-run plan. @nahudotorg members have better ideas for improving healthcare. Say NO to #M4A.

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### **COBRA Coverage**

.@nahudotorg members are in our nation's capital to ask #Congress to allow seniors enrolled in COBRA coverage to transition to #Medicare Part B without penalty. Like and share to show your support! #NAHUCapCon2020

Protect our seniors! @nahudotorg members are calling on #Congress to treat COBRA coverage as creditable coverage for #Medicare in order to help America's seniors avoid hefty, unnecessary fines #NAHUCapCon2020

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### **Employer Exclusion of Health Insurance**

More than 70 percent of Americans are satisfied with their employer-sponsored health coverage. Protect the #employer tax exclusion to let employees keep their coverage! #NAHUCapCon2020

Eliminating the #employer exclusion on health coverage would undermine coverage for the 181 million Americans with employer-sponsored insurance. It would also result in higher taxes and fewer benefits. #NAHUCapCon2020

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### **Employer Reporting Requirements**

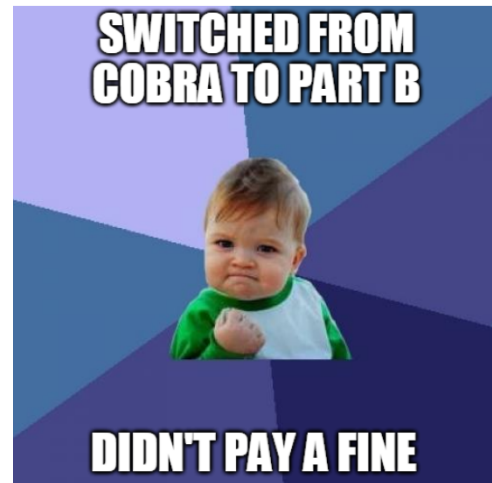
#ACA reporting requirements waste time and money for America's 30 million small businesses. It's time to fix the way we do #employer reporting! #Voice4ESC #NAHUCapCon2020

#ACA reporting requirements are burying #SmallBusiness in paperwork. Let's streamline this system to make it easier and more affordable for small businesses to provide insurance coverage to their workers. #Voice4ESC #NAHUCapCon2020



Streamlining #ACA #employer reporting requirements will protect personal data. It's time for reform.  
#Voice4ESC #NAHUCapCon2020

Memes



A promotional banner for "The 30th Annual Capitol Conference". The background features a map of a city and the dome of the US Capitol building. The text reads: "The 30th Annual Capitol Conference", "February 24 - 26, 2020", and "Roadmap to Reform!". The NAHU logo is in the top right corner, with the text "National Association of Health Underwriters" and "AMERICA'S BENEFITS SPECIALISTS".