

Fight4Health

A National, Multi-Sector Coalition Committed to Ending Chronic and Mental Health Diseases and Lowering the Cost of Health Care

FIGHTING THE HIGH COST OF HEALTH CARE TODAY

You want to drive down the high cost of health care? Then focus on chronic diseases and mental health conditions.

According to the CDC, 90% of the nation's \$4.5 trillion in annual health care spending is for illnesses directly related to chronic and mental health conditions. Interventions to prevent, reverse and manage these diseases can have significant [health and economic benefits](#).

There is a [growing bipartisan interest](#) in improving the health and wellness of communities across the country. The Trump administration's health care team is making chronic disease their signature issue.

Congress is now charging in. [New legislation](#) has been introduced to help in the fight, and [congressional hearings](#) are underway.

Chronic Disease Facts

* 6 in 10 *

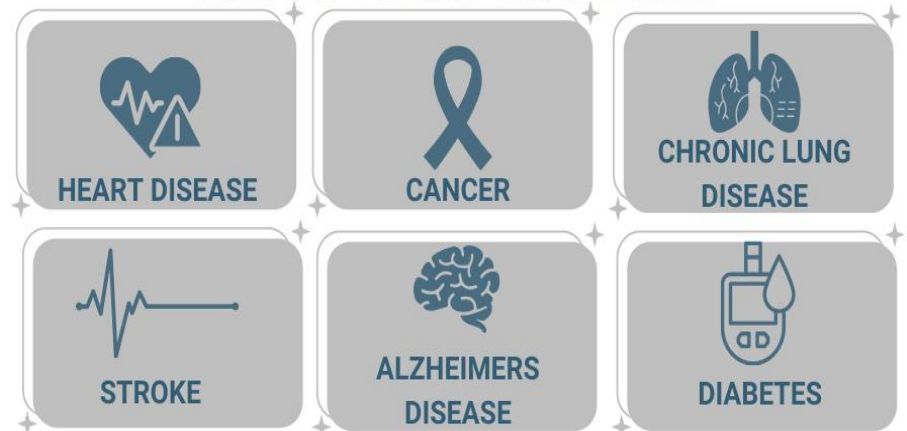
U.S. adults have at least 1 chronic disease.

* 4 in 10 *

U.S. adults have 2 or more chronic diseases.



Top Drivers of the U.S.'s \$4.5 Trillion in Annual Health Care Costs.

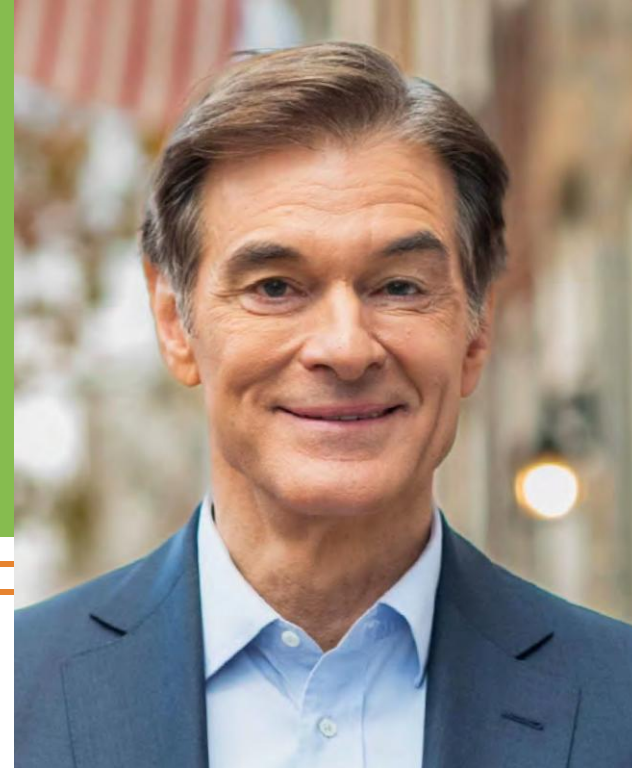


LEADING THE CHANGE



“I am going to end the chronic disease epidemic in this country.”

— **Robert F. Kennedy Jr.**
U.S. Secretary of Health and
Human Services



“We suffer from record numbers of lifestyle-related chronic diseases that are largely avoidable and cost 90% of the nation’s \$4 trillion annual spend in health care.”

— **Dr. Mehmet Oz**
Administrator of the Centers for Medicare
and Medicaid Services Nominee



NOW IS THE TIME TO FIGHT4HEALTH

This “chronic disease epidemic” is the single largest cause of skyrocketing health care costs. A national campaign, led by President Trump and his health care team, is the first major step toward improving the health of more than 150 million American adults and 30 million children with chronic diseases and bringing down the high cost of health care.

This Coalition presents us with an opportunity to showcase the work health systems, insurers, and other major employers do to fight chronic diseases and mental health conditions. It also gives us the opportunity to partner with the White House, the new HHS Secretary, and incoming CMS Administrator in a joint effort to fight the epidemic.

The nation’s health care system must be focused on keeping Americans healthy and avoiding high-cost care in the first place.

It’s time for change.

JOIN US

We invite you to join this new Coalition. The “Founding 12” will include:

- ▶ 4 Health Insurers
- ▶ 4 Health Systems
- ▶ 4 Major Employers

The Coalition will add members in a way that preserves this original balance.

The Coalition will have access to the new HHS Secretary and other health care policy leaders in government agencies and the White House. It will also take advantage of long-standing bipartisan congressional relationships.





WHY A MULTI-SECTOR COALITION?

The impact of a multi-sector Coalition is significant for several reasons:

- ▶ There is no other group or coalition like this — made up of payers, providers, and employers — with a singular focus on ending chronic diseases.
- ▶ The political and policy weight of the Coalition will create a “shock” factor and attract new members to join our mission. Political leaders will be surprised by the disparate interests of major businesses coming together, which will also entice other major organizations to participate.
- ▶ Members of Congress are looking for answers to the epidemic. A cross-section of major companies offering solutions would be welcomed
- ▶ The Coalition will approach the new HHS Secretary in the Spring of 2025 with two messages:
 - ▶ We want to “partner” with you to pursue the fight against chronic diseases;
 - ▶ We will actively urge other organizations to promote chronic disease reversal and prevention.

STEP 1: IDENTIFY REGULATIONS AND LAWS THAT ARE ROADBLOCKS TO BETTER HEALTH

- ▶ Each Coalition member is asked to identify at least three specific regulations and/or laws that prohibit them from effectively pursuing solutions for those with chronic diseases or mental health conditions. This includes identifying the specific source of the impediment, whether it be a regulation or statute.
 - ▶ Our goal is to recommend at least 12 changes that would advance the Fight4Health.
- ▶ We will work closely with members of Congress who have introduced, or will introduce, legislation that supports the goals of the Coalition.
- ▶ The Coalition will act as an informal 'advisory' group to the administration and Congress as they seek expert opinions about issues, bills, and regulations they are developing.





STEP 2: **FIGHT4HEALTH** **CONFERENCE ON** **CAPITOL HILL**

- ▶ The Coalition will sponsor a members-only conference on Capitol Hill in the spring of 2025. We have already ‘socialized’ this idea on the Hill with key congressional staff, and it was well received.
- ▶ The conference will feature Trump administration officials, senators, Representatives, and senior staff who will provide their views on the government’s fight against chronic diseases and mental health conditions.
- ▶ Coalition members will have their initiatives showcased.

STEP 3: PROMOTE COALITION MEMBER INITIATIVES

- ▶ The Fight4Health website links to individual members' chronic disease and mental health initiatives in their communities.
 - ▶ We plan to incorporate new material as received and rotate content to provide exposure for all members.
 - ▶ Fight4Health's website will be promoted to congressional allies, the White House, HHS and other agencies, and news media across the nation via an ongoing targeted email campaign.
 - ▶ We will use our social media accounts to promote the Coalition's work.





STEP 4: SUSTAIN A YEAR-LONG ADVOCACY CAMPAIGN

- ▶ The Coalition will build an advocacy campaign around our members' recommendations and selected proposals from the Administration and Congress.
- ▶ We will develop a national ad campaign, working with the administration, to educate Americans on these issues. Ads will include TV, but our emphasis will be targeted digital platforms. We will engage selected influencers to support and promote the message.
- ▶ We will orchestrate periodic in-person meetings between Coalition members and congressional members and staff. This includes working closely with the new bipartisan Make America Healthy Again Caucus in the Senate and House, the Preventative and Wellness Congressional Caucus, and other caucuses that focus on these issues.
- ▶ We will schedule regular video meetings between Coalition members and selected congressional and agency officials to promote member initiatives and advance positive legislative and regulatory proposals.

ADVOCACY, POLICY TEAM

This initiative brings together four deeply experienced firms to manage and drive this Coalition:

- ▶ [Strategic Health Care](#): a health care policy and advocacy firm founded in 1994.
- ▶ [Potomac Partners](#): an advocacy firm with strong congressional ties founded in 2005.
- ▶ [Capitol Network DC](#): a firm led by a 25-year veteran of Capitol Hill and lobbying.
- ▶ [McKinley Strategies](#): a long-standing firm with expertise in digital advocacy campaigns.



Fight4Health 

THANK YOU.

