Fight4Health

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

March 2025

Chronic diseases and mental health conditions are the true drivers of health care costs. According to the CDC, 90 percent of the nation's $4.9 trillion in annual health care expenditures are for people with chronic and mental health conditions. Interventions to prevent 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.

> *"I am going to end the chronic disease epidemic in this country,"* Robert F. Kennedy, Jr.
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> *"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

Congress is also engaging in the fight. New legislation has been introduced to help in the fight and congressional hearings are well underway.

Now is the Time for Fight4Health

This "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 of health systems, insurers and other major employers as they engage in fighting chronic diseases and mental health conditions. It also gives us the opportunity to partner with the White House, the incoming HHS Secretary and the incoming CMS Administrator in joint efforts 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.

Fight4Health

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 the original balance.

The Coalition will have access to the new HHS Secretary and other healthcare policy leaders in the Agencies and the White House. Plus, it will take advantage of long-standing bipartisan congressional relationships.

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

- There is no other group or coalition like this (payers, providers, employers) with a singular focus to end chronic diseases. For example:
  - The National Health Council is comprised of predominantly patient organizations.
  - The Business Group on Health is only major employers.
  - The National Alliance of Healthcare Purchaser Coalitions is a coalition of employer coalitions.
  - The Healthcare Leadership Council's membership of about 50 includes pharma, life sciences, EHR software and group purchasing companies – making its mission and message too broad.

- The political and policy weight of the Coalition will provide both a "shock" factor and an attraction. Political leaders will be surprised by the disparate interests of major businesses coming together, which will also be an attraction for other major organizations to participate.
- Members of Congress are looking for answers to address the epidemic. A cross-section of major companies offering possible solutions would be well-received. Especially if the Founding 12 doubled down on support for legislative and regulatory initiatives.
- The Coalition is now working with HHS senior staff on a meeting with the Secretary. Our message:
  - We want to "partner" with you to fight against chronic diseases;
  - We will lead the way promoting chronic disease prevention and reversal.

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.

The fee for each Coalition member is $8,500 a month.