Who we are

- **Ohio Consumers for Health Coverage** (OCHC) is a coalition uniting the consumer voice with the goal of achieving affordable, high quality care for all.
- OCHC combines the forces of over **20 health care consumer organizations** to bring the voice of consumers to legislators, administrators and other stakeholders in the health care system.
- OCHC organizational membership is **diverse** and represents the healthy and the sick, the insured and the uninsured, those with resources and those with few resources.

Our Principles

- Health care should be accessible to all.
- Health care is accessible when health insurance is continuous and affordable to individuals and families.
- Achieving accessible health care should be affordable and sustainable for society.
- Health insurance should enhance health and well-being by promoting access to high-quality care that is effective, efficient, safe, timely and patient-centered.
- Health should not be predictable by race, class, gender identity, geography, language, or other social factors.

Our Strategies

Ohio Consumers for Health Coverage has identified four approaches to improve health care for consumers.

1. Maintain Medicaid eligibility
2. Spread positive messages about Medicaid expansion and the people who rely on Medicaid
3. Change the narrative describing the people who rely on Medicaid
4. Build a united consumer voice

For more information, contact: Darold Johnson, djohnson@oft-aft.org or Marie Curry, mcurry@communitylegalaid.org

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Ohio Consumers for Health Coverage
Strategies to Improve Health Care for Consumers.

1. **MAINTAIN MEDICAID ELIGIBILITY & COVERAGE** in relation to:
   a. **Expansion**
      Advocating against any new barriers, including eligibility requirements and enrollment freezes
   b. **CHIP**
      Protecting and extending CHIP authorization
   c. **Medicaid Funding Structure**
      Advocating against block grants and per capita caps
   d. **Essential Health Benefits (EBHs)**
      Ensuring continued core benefits in insurance plans covered under the ACA

2. **SPREAD POSITIVE MESSAGES** about Medicaid expansion and the people who rely on Medicaid through:
   a. **Messaging on Media Outlets** (Social Media, Email, Radio)
   b. **Testifying** at public hearings and sending lawmaker letters
   c. **Inviting** policy makers to see programs that work
   d. **Holding** lobby days in the district
   e. **Informing** voters on candidate positions
   f. **Sharing** compelling consumer stories

3. **CHANGE THE NARRATIVE** describing the people who rely on Medicaid by:
   a. **Focusing on societal problems** improved by Medicaid, e.g.,
      i. Lessening the negative impact of child poverty
      ii. Helping working adults in low-paying jobs get and remain healthy
      iii. Increasing equity in access to healthcare
   b. **Calling out racism**
      i. Naming racism in the code language of negative messaging
      ii. Focusing on equity in access to social determinants of health - transportation, employment, housing, education, and other social factors.

4. **BUILD A UNITED CONSUMER VOICE** by:
   a. **Empowering consumers** to contribute input into the operation of the health care systems by nurturing relationships within and among diverse communities
   b. **Advocating for use of culturally and linguistically appropriate materials and information**