

# BEST PRACTICES

HOUSE REPUBLICAN CONFERENCE  
Vice Chair Lynn Jenkins

## *Action Items*

**Staff:**  
Communications,  
Healthcare,  
District Staff

## **Targeted Audience:**

General public,  
members of the  
media

## **Top Points:**

- “Real People” sharing their stories to demonstrate the harmful effects of Obamacare

## *Member Office Contact*

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2012 Best Practices:

[Click Here](#)

2013 Best Practices:

[Click Here](#)

## **Event: ObamaCare Is Hitting Home**

*Presented by the Office of Rep. Patrick Meehan*

### **How it works:**

- ❖ Utilize social media, broadcast e-mail lists, district office caseworkers and other outlets to identify constituents who have been adversely affected by the Affordable Care Act. Include constituents who have lost insurance coverage, will pay higher premiums, or small business owners who have been forced to reduce hours or lay off employees.
- ❖ Invite 7-8 of these constituents for a small round-table discussion to give “real people” the opportunity to highlight the effects Obamacare is having on their families and businesses.
- ❖ Include 1-2 local doctors to discuss how the ACA hampers their ability to deliver care to their patients.
- ❖ Invite members of the media to attend.
- ❖ The Member opens the discussion with a few brief remarks, allows the doctors to talk about their experiences, and then each constituent shares their story. The conversation transitions to an informal discussion and should wrap up within one hour.

### **The Benefits:**

- ❖ A low-overhead event that demonstrates how harmful Obamacare is to families and small businesses.
- ❖ Stories of lost care, reduced coverage, and higher premiums are already abundant. This event highlights their stories and enables the media to put a human face on these challenges.
- ❖ Having doctors present adds a dimension to the discussion, and offers an important perspective on Obamacare from those who understand the health care system best.

