

*Opinion Leaders
groups
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August 11, 1994

MEMORANDUM TO HAROLD ICKES

FROM: DORIS MATSUI *DMH*
DEPUTY ASSISTANT TO THE PRESIDENT
DEPUTY DIRECTOR OF PUBLIC LIAISON

RE: STATE OPINION LEADER STRATEGY

PURPOSE:

As you know, the goal of the opinion leader program is to cultivate and energize a core of a targeted state's most important institutional, political, and economic leadership on behalf of the Presidents's health care plan. These leaders are playing a key role in activating the grassroots on our behalf as well as providing cover for those Democrats who want to be supportive. These leaders also may have strong influence with those Democrats who are opposing the health care plan. These leaders have proven influential in the past (economic plan, NAFTA, crime) by their contacts with local and national media, Congressional members, and their constituencies.

HEALTH CARE OPINION LEADER DAYS:

We have conducted nine opinion leader days; Virginia, Pennsylvania, Kansas, California, Oklahoma, Rhode Island, Oregon, North Dakota, and New Jersey and Connecticut. The focus of the list of participants was based upon targeted congressional districts. In our view these opinion days are as successful as those conducted during past administration initiatives. Despite reports that the media feels saturated with health care events, the opinion leader days had received both coverage from the "stakeout," as well as generated important local media. Furthermore, the feedback from those who have participated was extremely positive. With each event many participants had reported to us how valuable the day has been in informing them of the particulars of the plan. They had also committed to spread the word and have taken it upon themselves to discuss their position with their Members of Congress.

HEALTH CARE UPDATE FAXES

The state opinion leaders have asked to be kept informed of developments. In order to provide them with updated information, we have implemented a fax update sent out via computer at least two to three times a week (varying on the availability of new information). We have also sent faxes to supporters in key

states for which State Opinion Leader Days were anticipated, but not held.

Since the beginning of August we have sent out four faxes to our state opinion leaders:

- 1.) California specific;
- 2.) The importance of staying engaged in promoting reform, (All states for which briefings were held);
- 3.) Presidential CNN broadcasts and key aspects of Senate bill (Target states--AL, CT, LA, NE, OR);
- 4.) State specific information on universal coverage (Target states--AL, CA, CT, LA, NJ, NV).

The feedback we have received has been extremely positive. The opinion leaders appreciate being kept informed and are finding the material helpful in furthering support in their area. As a direct result of these updates we have also had requests for further information which could be used for distribution among associates.

We have started keeping a list of those who responded to the faxes and are looking into additional ways for them to show their support, focusing on three methods:

- 1.) Their name and information are given to the OPL staff member who is assigned to their state;
- 2.) Contacting the Lead Organizers and putting them in contact with the State Opinion Leader;
- 3.) Working with DNC, who is in a better position to give opinion leaders suggestions on how they can further their voice of support.

cc: Alexis Herman
Steve Hilton
Mike Lux

MEMORANDUM

To: California State Opinion Leaders

From: Doris Matsui
Deputy Assistant to the President
Deputy Director of Public Liaison

Date: August 3, 1994

Re: Health Care Reform

We are on the verge of a historic step forward for the American people. Since Franklin Roosevelt, Presidents have been trying to pass health care reform. Three years ago the issue was not on the political radar screen. All that has changed. Amidst polls showing overwhelming popular support for reform both houses of Congress are contemplating bills that guarantee health coverage for every American.

The legislative process has transformed our original proposal. We have listened to the ideas and apprehensions of the American people. With Congressional help many important improvements have been incorporated into the bills now under consideration. While both houses have taken varying approaches, their bills contain a number of features that will ultimately be included in an effective reform plan.

We have made dramatic progress in our effort to guarantee lifetime health security for every American. But there is still work to be done. You have demonstrated your dedication to health care by your continued support. As time draws closer to creating a final reform bill, it is critical to stay engaged.

As a leader of your community you have shown, time and again, you care about the issues that effect not only yourself, but those around you. In this time of difficult decision making, it is important that you stand firm on your convictions and encourage the passing of reform that benefits all Americans.

If you need further information on how you can show your support for health care reform, you may contact me at 202/456-2930.

The White House * Washington, D.C.

HEALTH CARE MEMORANDUM

To: Pennsylvania State Opinion Leaders

From: Doris Matsui
Deputy Assistant to the President
Deputy Director of Public Liaison

Date: August 4, 1994

We are on the verge of a historic step forward for the American people. Since Franklin Roosevelt, Presidents have been trying to pass health care reform. Three years ago the issue was not on the political radar screen. All that has changed. Amidst polls showing overwhelming popular support for reform both houses of Congress are contemplating bills that guarantee health coverage for every American.

The legislative process has transformed our original proposal. We have listened to the ideas and apprehensions of the American people. With Congressional help many important improvements have been incorporated into the bills now under consideration. While both houses have taken varying approaches, their bills ensure real health security for the American people; Reform is an historic opportunity that we dare not pass up and a fight that must be won for all Americans.

We have come so far in our effort to guarantee lifetime health security for every American, we cannot turn back now. You have demonstrated your dedication to health care by your continued support. As time draws closer to creating a final reform bill, it is critical to stay engaged.

As a leader of your community you have shown, time and again, you care about the issues that affect those around you. Your voice is crucial in keeping your community abreast of the developments and progress of health care reform. Local media, such as talk-radio shows or opinion-editorial pages in newspapers, offer you a venue to express your support of health care reform. Simply keeping your associates and employees up-to-date on the latest health care information and what it means to them is also an important step toward winning reform.

Such action allows you, the individual citizen, to take personal responsibility for the future of health care and a government that works for you and all Americans.

If you need any further information on how you can show your support for health care reform, you may contact me at 202/456-2930.

THE WHITE HOUSE * WASHINGTON, D.C.

HEALTH CARE MEMORANDUM

To: State Opinion Leaders

From: Doris Matsui

Date: August 5, 1994

Thank you for your continued support in the fight for guaranteed health care for every American. Because we are at a critical time in the debate, I wanted to share some information with you that may be helpful in your efforts to support reform.

As you are aware, the best combatant of opposition is to educate the public with facts and dispel fears based on misconceptions. Over the coming days President Clinton will appear in several, two-minute broadcasts on CNN to take his case directly to the American people and offer a clear explanation of the proposals before Congress.

I want to stress the Senate bill is a **universal coverage bill**. The 95% figure in this bill is a way in which to measure progress, not a ceiling. If coverage reaches 95% by the year 2000, reform is working and we will achieve universal coverage. If the 95% is not reached, it will ensure that Congress takes further steps to achieve universal coverage.

Under this bill your insurance will always be there when you need it--it can't be denied or taken away regardless if you change jobs, become sick or have a pre-existing condition * You can count on your coverage even as you grow older * It preserves and strengthens Medicare allowing older Americans to choose their own doctors, just as younger Americans will be able to do * It adds prescription coverage and additional funding for home- and community-based long term care * It takes care of the most vulnerable first; pregnant women, children and those who are already sick.

The Senate bill improves the quality of care Americans receive, even extending coverage to prescription and preventative care. This bill, combined with the House bill in conference, will produce a great law.

In the coming days I will keep you informed of new developments and offer you further information on the House bill. Thank you again for your dedication to this important issue. If you need further information you may contact my assistant, Ann Eder, at 202/456-2930.

THE WHITE HOUSE * WASHINGTON, DC

HEALTH CARE UPDATE

To: California State Opinion Leaders

From: Doris Matsui

Date: August 9, 1994

As the health care debate officially begins on the Senate floor, it is imperative to remain active in supporting reform. As leaders of your community, people look to you for information. I want to share with you some facts that clearly illustrate the benefits of health care reform to the state of California.

Currently...

- * 312,000 people in California lose their insurance each month.
- * 12.5% of family income is spent on health care each year.
- * Of the 5,938,000 people without coverage in California, 5,053,000 (85.10%) are in working families (these people will be covered with Universal Coverage).

With Universal Coverage...

- * 1,257,054 children will no longer go without coverage
- * As many as 16,284,000 people will receive mental health benefits.
- * As much as \$4 billion will be saved by doctors and hospitals when care is fully compensated.
- * As many as 1,848,000 Medicare recipients gain prescription drug coverage.

The Senate will vote on employee mandates in the following days. Shared Responsibility greatly benefits California which will save as much as **6.5 billion**.

- * Businesses that now provide insurance will save as much as **\$11.9 billion** in premium costs for their employees each year--an average of **\$1082 per worker**.
- * Workers employed by firms that offer insurance will save as much as **\$3.3 billion** and earn **\$9.5 billion** in higher wages.

Without shared responsibility that ensures universal coverage, **3,4410,550 families** will have to pay as much as **\$3,900** more each year if they want insurance.

I hope you find these statistics helpful. If you need further information, please contact my assistant, Ann Eder at 202/456-2930.