



**10 YEARS,  
10 WINS**

*A decade of impact  
for Georgia health care  
consumers*



**GEORGIANS FOR A  
HEALTHY FUTURE**

## 10 YEARS, 10 WINS

*A decade of impact for  
Georgia health care consumers*

Dear friends,

Georgians for a Healthy Future was founded in 2008 after a group of dedicated health advocates came together through a shared recognition that Georgia's health care consumers needed a strong, unified voice in the public policy making process. Ten years later, here we stand looking back at the ups and downs of our first decade and sharing hopes for the coming years.

In the time we've spent compiling this report, I have found my heart humbled, happy, proud, and full. It was instructive and inspiring to inventory our efforts and review our successes, in some cases, years after the hard work was complete. More than that, it was extraordinary to recognize the innumerable consumers, coalition partners, board members, donors, and policy makers—many of you—who worked alongside us to realize these achievements.

I hope that you find the accomplishments recorded here energizing and heartening. These are just GHF's first steps; we have much more to do to ensure a healthy, equitable future for all Georgians. I invite you to join us in celebrating the work of GHF's inaugural decade and hope that we can count on your partnership and support to foster the healthy future that Georgia deserves.

Sincerely,



Laura Colbert  
*Executive Director*

# 1

**In 2008, Georgians for a Healthy Future is established as Georgia's first advocacy organization focused solely on consumer health, health care, and coverage.**



## 10 YEARS, 10 WINS

*A decade of impact for  
Georgia health care consumers*

“Our mission is to build a unified voice, vision, and leadership to achieve a healthy future for all Georgians.”

OCTOBER 2009

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A coalition of health advocates came together to create Georgians for a Healthy Future after expressing a shared desire for an organization that works for the health of all Georgia consumers, with a focus on the most vulnerable.

The first board of directors incorporated Georgians for a Healthy Future in 2008 and an official launch event was held at the state capitol in October 2009.



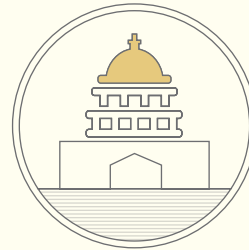


# 2

As a result of Georgians for a Healthy Future’s leadership, Georgia’s General Assembly and Governor Deal passed a law in 2012 that restored health insurance coverage to Georgia children.

Governor Nathan Deal signs HB 1166 in May 2012

STALL, 62ND	E: MITCHELL, 88TH
FREE, 67TH	Y: MORGAN, 39TH
SON, 87TH	Y: MORRIS, 155TH
TOWER, 68TH	Y: MOSBY, 90TH
21ST	Y: MURPHY, 120TH
OMB, 82ND	-: NEAL, 1ST
ES, 125TH	E: NEAL, 75TH
112TH	Y: NIMMER, 178TH
NE, 71ST	Y: NIX, 69TH
STON, 170TH	Y: O' NEAL, 146TH
ARD, 121ST	Y: OLIVER, 83RD
SON, 124TH	Y: PAK, 102ND
LEY, 133RD	E: PARENT, 81ST
SON, 142ND	Y: PARRISH, 156TH
BS, 80TH	Y: PARSONS, 42ND
ES, 135TH	Y: PEAKE, 137TH
	Y: POWELL, 171ST
29 5196ERS/AP	Y: POWELL, 28TH
	Y: PRUETT, 144TH
	Y: PURCELL, 159TH
f the 5 <sup>th</sup> , Maxwell	-: RALSTON, 7TH
	Y: RAMSEY, 72ND
	Y: RANDALL, 138TH
	Y: REECE, 11TH
	Y: RICE, 51ST
	Y: RILEY, 50TH
	Y: ROBERTS, 154TH
	Y: ROGERS, 10TH
	Y: ROGERS, 26TH
	Y: RYNDERS, 152ND
insurance, so as to	Y: SCOTT, 2ND
child-only health	Y: SCOTT, 76TH
n open enrollment	Y: SETZLER, 35TH
rage regardless of	Y: SHAW, 176TH
rage because of a	Y: SHELDON, 105TH
effective dates for	Y: SIMS, 119TH
event; to provide	Y: SIMS, 169TH
to provide for an	E: SMITH, 122ND
ive date; to repeal	Y: SMITH, 129TH
	Y: SMITH, 131ST
	Y: SMITH, 168TH
	Y: SMITH, 70TH
	Y: SMYRE, 132ND
	Y: SPENCER, 180TH
	Y: STEPHENS, 161ST
	Y: STEPHENS, 164TH
	Y: STEPHENSON, 92ND
ERSE, 12TH	Y: TALTON, 145TH
USON, 22ND	Y: TANKERSLEY, 158TH
ISON, 37TH	Y: TAYLOR, 173RD
ES, 44TH	Y: TAYLOR, 55TH
ES, 46TH	Y: TAYLOR, 79TH
JAN, 77TH	Y: TEASLEY, 38TH
ER, 59TH	Y: THOMAS, 100TH
DRICK, 94TH	-: VACANT, 107TH
141ST	Y: WAITES, 60TH
HT, 126TH	Y: WATSON, 163RD
E, 167TH	Y: WELCH, 110TH
SEY, 54TH	Y: WELDON, 3RD
51ST	Y: WILKERSON, 33RD
DOX, 127TH	Y: WILKINSON, 52ND
DOX, 172ND	Y: WILLARD, 49TH
NING, 32ND	Y: WILLIAMS, 113TH
N, 96TH	E: WILLIAMS, 165TH
TIN, 47TH	Y: WILLIAMS, 4TH
WELL, 17TH	Y: WILLIAMS, 89TH
9, 91ST	Y: WILLIAMSON, 111TH
PAYER, 153RD	Y: YATES, 73RD
ALL, 30TH	
LLIP, 115TH	
DOWS, 5TH	



# HOUSE BILL 1166

SENATE: YEA 42, NAY 2

HOUSE: YEA 161, NAY 1

Prior to the passage of HB 1166, health insurers in Georgia had stopped offering plans that covered only children because they were required to offer coverage to all children regardless of pre-existing conditions.

HB 1166 restored child-only plans to the Georgia health insurance market so that families could insure their children ahead of the full implementation of the Affordable Care Act.

GHF worked closely with Representative Atwood and led a coalition of child and health advocates to ensure successful passage of the legislation.

SENATE  
Yea (Y): 42  
Nay (N): 2  
Not Voting (-): 2  
Excused (E): 10

Y :ALBERS, 56TH  
Y :BALFOUR, 9TH  
Y :BETHEL, 54TH  
E :BULLOCH, 11TH  
Y :BUTLER, 55TH  
Y :CARTER, 1ST  
Y :CARTER, 42ND  
Y :CHANCE, 16TH  
Y :COWSERT, 46TH  
Y :CRANE, 28TH  
- :CROSBY, 13TH  
Y :DAVENPORT, 44TH  
E :DAVIS, 22ND  
Y :FORT, 39TH  
Y :GINN, 47TH  
Y :GOGGANS, 7TH  
E :GOLDEN, 8TH  
Y :GOOCH, 51ST  
Y :GRANT, 25TH  
E :HAMRICK, 30TH  
E :HARBISON, 15TH  
N :HEATH, 31ST  
Y :HENSON, 41ST  
N :HILL, 32ND  
Y :HILL, 4TH  
Y :HOOKS, 14TH  
Y :JACKSON, 24TH  
Y :JACKSON, 2ND  
Y :JAMES, 35TH  
Y :JEFFARES, 17TH  
E :JONES, 10TH  
Y :LIGON, JR., 3RD  
Y :LOUDERMILK, 52ND  
Y :MCKOON, 29TH  
Y :MILLAR, 40TH  
Y :MILLER, 49TH  
Y :MULLIS, 53RD  
E :MURPHY, 27TH  
Y :ORROCK, 36TH  
Y :PARIS, 26TH  
E :RAMSEY, SR., 43RD  
Y :ROGERS, 21ST  
- :SEAY, 34TH  
Y :SHAFER, 48TH  
E :SIMS, 12TH  
Y :STATON, 18TH  
Y :STONE, 23RD  
Y :STONER, 6TH  
Y :TATE, 38TH  
Y :THOMPSON, 33RD  
E :THOMPSON, 5TH  
Y :TIPPINS, 37TH  
Y :TOLLESON, 20TH  
Y :UNTERMAN, 45TH  
Y :WILKINSON, 50TH  
Y :WILLIAMS, 19TH

HOUSE  
Yea (Y): 161  
Nay (N): 1  
Not Voting (-): 6  
Excused (E): 12

- :ABDUL-SALAAM, 74TH  
Y :ABRAMS, 84TH  
Y :ALLISON, 8TH  
Y :AMERSON, 9TH  
Y :ANDERSON, 117TH  
Y :ASHE, 56TH  
Y :ATWOOD, 179TH  
Y :BAKER, 78TH  
Y :BATTLES, 15TH  
E :BEASLEY-TEAGUE,  
Y :DUTTON, 166TH  
Y :EHRHART, 36TH  
Y :ENGLAND, 108TH  
Y :EPPS, 128TH  
Y :EPPS, 140TH  
E :EVANS, 40TH  
Y :FLOYD, 99TH  
Y :FLUDD, 66TH  
E :FRAZIER, 123RD  
Y :FULLERTON, 151ST  
Y :GARDNER, 57TH  
Y :GEISINGER, 48TH  
Y :GOLICK, 34TH  
Y :GORDON, 162ND  
Y :GREENE, 149TH  
Y :HAMILTON, 23RD  
Y :HANNER, 148TH  
Y :HARBIN, 118TH  
Y :HARDEN, 147TH  
Y :HARDEN, 28TH  
Y :HARRELL, 106TH  
Y :HATCHETT, 143RD  
Y :HATFIELD, 177TH  
Y :HEARD, 114TH

Y :COOPER, 41ST  
Y :CRAWFORD, 16TH  
Y :DAVIS, 109TH  
Y :DAWKINS-HAIGLER,  
93RD  
Y :DEMPSEY, 13TH  
Y :DICKERSON, 95TH  
Y :DICKY, 136TH  
E :DICKSON, 6TH  
Y :DOBBS, 53RD  
Y :DOLLAR, 45TH  
Y :DRENNER, 86TH  
Y :DUDGEON, 24TH  
Y :DUKES, 150TH  
Y :DUNAHOO, 25TH

Y :HECKSTALL, 62ND  
Y :HEMBREE, 67TH  
Y :HENSON, 87TH  
Y :HIGHTOWER, 68TH  
Y :HILL, 21ST  
Y :HOLCOMB, 82ND  
Y :HOLMES, 125TH  
Y :HOLT, 112TH  
Y :HORNE, 71ST  
Y :HOUSTON, 170TH  
Y :HOWARD, 121ST  
Y :HUDSON, 124TH  
Y :HUGLEY, 133RD  
E :JACKSON, 142ND  
Y :JACOBS, 80TH  
Y :JAMES, 135TH

E :NEAL, 1ST  
E :NEAL, 75TH  
Y :NIMMER, 178TH  
Y :NIX, 69TH  
Y :O'NEAL, 146TH  
Y :OLIVER, 83RD  
Y :PAK, 102ND  
E :PARENT, 81ST  
Y :PARRISH, 156TH  
Y :PARSONS, 42ND  
Y :PEAKE, 137TH  
Y :POWELL, 171ST  
Y :POWELL, 29TH  
Y :PRUETT, 144TH  
Y :PURCELL, 159TH  
- :RALSTON, 7TH  
Y :RAMSEY, 72ND  
Y :RANDALL, 138TH  
Y :REECE, 11TH  
Y :RICE, 51ST  
Y :RILEY, 50TH  
Y :ROBERTS, 154TH  
Y :ROGERS, 10TH  
Y :ROGERS, 26TH  
Y :RYNDERS, 152ND  
Y :SCOTT, 2ND  
Y :SCOTT, 76TH  
Y :SETZLER, 35TH  
Y :SHAW, 176TH  
Y :SHELDON, 105TH  
Y :SIMS, 119TH  
Y :SIMS, 169TH  
E :SMITH, 122ND  
Y :SMITH, 129TH  
Y :SMITH, 131ST  
Y :SMITH, 168TH  
Y :SMITH, 70TH  
Y :SMYRE, 132ND  
Y :SPENCER, 180TH  
Y :STEPHENS, 161ST  
Y :STEPHENS, 164TH  
Y :STEPHENSON, 92ND  
Y :TALTON, 145TH  
Y :TANKERSLEY, 158TH  
Y :TAYLOR, 173RD  
Y :TAYLOR, 55TH  
Y :TAYLOR, 79TH  
Y :TEASLEY, 38TH  
Y :THOMAS, 100TH  
- :VACANT, 107TH  
Y :WAITES, 60TH  
Y :WATSON, 163RD  
Y :WELCH, 110TH  
Y :WELDON, 3RD  
Y :WILKERSON, 33RD  
Y :WILKINSON, 52ND  
Y :WILLARD, 49TH  
E :WILLIAMS, 165TH  
Y :WILLIAMS, 4TH  
Y :WILLIAMS, 89TH  
Y :WILLIAMSON, 111TH  
Y :YATES, 73RD

12

LC 29 5196ERS/AP

House Bill 1166 (AS PASSED HOUSE AND SENATE)

By: Representatives Atwood of the 179<sup>th</sup>, Smith of the 131<sup>st</sup>, Meadows of the 5<sup>th</sup>, Maxwell of the 17<sup>th</sup>, Williams of the 113<sup>th</sup>, and others

## A BILL TO BE ENTITLED AN ACT

- 1 To amend Title 33 of the Official Code of Georgia Annotated, relating to insurance, so as to
- 2 provide for individual health insurance coverage to children through child-only health
- 3 policies; to provide for legislative intent; to establish a mandatory, uniform open enrollment
- 4 period; to provide for definitions; to provide for guaranteed-issue coverage regardless of
- 5 health status; to provide for special enrollment periods for loss of coverage because of a
- 6 qualifying event; to provide for a list of qualifying events; to provide effective dates for
- 7 coverage purchased during an open enrollment period or after a qualifying event; to provide
- 8 notice and marketing requirements; to provide for rules and regulations; to provide for an
- 9 automatic repealer; to provide for related matters; to provide for an effective date; to repeal
- 10 conflicting laws; and for other purposes.

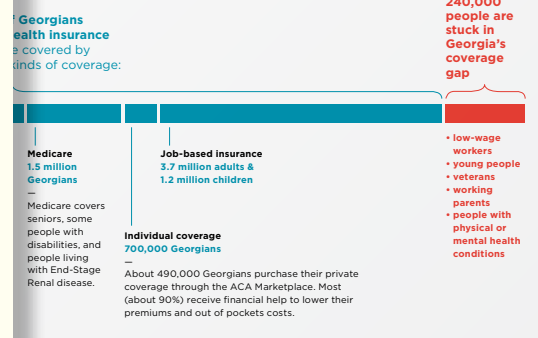


# 3

Since 2012, Georgians for a Healthy Future has led the Cover Georgia coalition, an education and advocacy campaign boasting dozens of partners working to expand Medicaid in Georgia. The coalition's efforts have kept Medicaid expansion a relevant and pressing issue in public policy discussions.

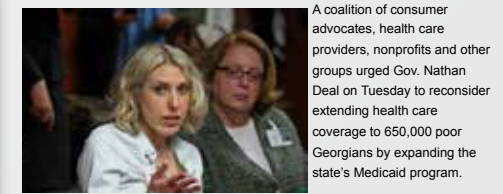
Advocates hold signs at a rally for Medicaid expansion on March 11, 2014

## AN INSURANCE CARD FOR EVERY GEORGIAN



### Advocates urge Georgia governor to reconsider Medicaid expansion

By Misty Williams - The Atlanta Journal-Constitution  
Posted: 4:58 p.m. Tuesday, February 19, 2013



A coalition of consumer advocates, health care providers, nonprofits and other groups urged Gov. Nathan Deal on Tuesday to reconsider extending health care coverage to 650,000 poor Georgians by expanding the state's Medicaid program.


Deal has remained steadfast in his refusal to broaden Medicaid, saying the state can't afford to expand the ailing government health program as it currently operates. Medicaid already faces a nearly \$400 million budget hole.

But supporters say Georgia can't afford to forgo the large infusion of federal funds that will go to states moving forward with expansion. In Georgia, that could amount to \$40 billion over the next decade.

"Georgia does not exist in isolation," said Cindy Zeldin, executive director of the nonprofit advocacy group Georgians for a Healthy Future. "We're going to be at a big disadvantage if we don't (expand)."



In 2013, GHF collected more than 10,000 signatures, postcards, and petitions in support of extending health insurance to low-income Georgians, and delivered them to Georgia's Governor and state legislators.

 GHF staff have traveled to dozens of communities in every region of the state to talk to community groups, people in the coverage gap, health care providers, and others about Medicaid expansion and the importance of continued advocacy in Georgia.

GHF staff regularly collect and share stories from Georgians stuck in the coverage gap—people like Susie.

Susie is the primary caretaker for her granddaughter, but she falls in Georgia's coverage gap leaving her unable to care for herself. Susie has cancer and several other chronic diseases. One sympathetic doctor has allowed her to make small monthly payments towards her cancer treatment, but her other conditions go untreated. Susie and her husband have separated because of stress brought on by unpaid medical bills.



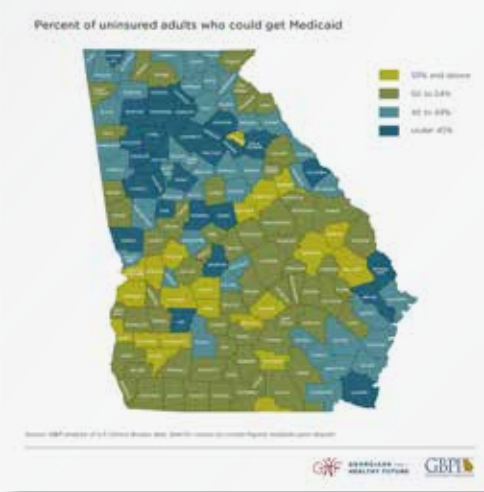
### 34 GHF COVERAGE GAP PUBLICATIONS

Georgians for a Healthy Future has produced more than 30 publications highlighting the need for and expected impacts of closing Georgia's coverage gap. One of the most successful was *Understanding Medicaid in Georgia and the Opportunity to Improve It*, co-produced with the Georgia Budget & Policy Institute in 2015.

some publications shown here →



In March 2018, as a result of grassroots activism and sustained advocacy led by GHF, the Georgia House of Representatives held its first public hearing on legislation that would close Georgia's coverage gap.



**87% of Georgians have health insurance and are covered by these kinds of coverage:**

- Medicaid:** 1.9 million Georgians. Two-thirds of Georgia Medicaid beneficiaries are low-income children. Low-income pregnant women, people with disabilities, seniors, and some very low income parents (making less than \$6000 per year) also qualify for coverage.
- Medicare:** 1.5 million Georgians. Medicare covers seniors, some people with disabilities, and people living with End-Stage Renal disease.
- Job-based insurance:** 3.7 million adults & 1.2 million children. About 490,000 Georgians purchase their private coverage through the ACA Marketplace. Most (about 90%) receive financial help to lower their premiums and out of pockets costs.
- Individual coverage:** 700,000 Georgians.

**240,000 people are stuck in Georgia's coverage gap:**

- low-wage workers
- young people
- veterans
- working parents
- people with physical or mental health conditions



**Close Georgia's Coverage Gap**

The ACA was designed to provide a path to health insurance for all Americans. Unfortunately, more than 300,000 Georgians remain unable to get coverage. These Georgians are veterans, parents, and low-wage workers. They are our friends, family, and neighbors. They do not qualify for Medicaid and do not make enough money to get financial help through the health insurance Marketplace (also called healthcare.gov). They are stuck in the coverage gap.

**Our governor and legislature have the power to solve this problem.** Governor Deal and Georgia's legislature can choose to use federal tax dollars that have already been set aside to provide health insurance to people in the coverage gap. Closing the coverage gap would provide much needed health insurance for Georgians who can't afford to "buy" our economy, and strengthen our health care system.

**Tell your state legislators to close the coverage gap.** Tell them you think they should close the coverage gap by expanding Medicaid. Use the text on the other side of this sheet to tell them why closing the coverage gap is good for Georgia. Find your state legislators by visiting healthyfuture.org/legislators and scroll down to "Find & contact your legislators".

**Invite Cover Georgia to speak to your organization.** If you are a member of a church, civic group, industry or fraternity, or other organization, we can come talk to your group about this important issue. Contact Laura Collett at [lcollett@healthyfuture.org](mailto:lcollett@healthyfuture.org) or 404-567-5016, ext. 2 for more information.

**For Uninsured Parents**

**Are you a parent without health insurance?** You can still see a doctor, get health insurance for your children, and share your story. Here's what you need to know.

**Get the health care you need**

Some medical providers, like Federally Qualified Health Centers (FQHC) and charity care clinics, serve patients who do not have health insurance. If you need to see a doctor, these providers may be able to help you.

**Federally Qualified Health Centers**

FQHCs offer medical, pre-natal, pediatric, dental, mental health, and pharmacy services. You pay what you can afford, based on your income. Health centers are in most cities and many rural areas. To find an FQHC near you, call 404-688-2857 or go to [www.georgia.gov](http://www.georgia.gov) and click "Find a Health Center".

**Georgia Charitable Care Network**

GCN offers a variety of health care services, including medical, dental, vision, mental health, and pharmacy services. However, not all clinics offer all services and not all areas of Georgia have a charitable clinic. To find out if there is a clinic in your area and what services it may offer, call 770-739-4851 or visit [www.charitablecarenetwork.com](http://www.charitablecarenetwork.com) and click on the "Find a Clinic" tab.

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By Misty Williams - The Atlanta Journal-Constitution  
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But supporters say Georgia can't afford to forgo the large infusion of federal funds that will go to states moving forward with expansion. In Georgia, that could amount to \$40 billion over the next decade.

"Georgia does not exist in isolation," said Cindy Zeldin, executive director of the nonprofit advocacy group Georgians for a Healthy Future. "We're going to be at a big disadvantage if we don't (expand)."



# 4

Georgians for a Healthy Future has helped lower Georgia's uninsured rate from 18.5% in 2012 to 12.8% in 2016, by assisting consumers to enroll in and use their health insurance coverage.

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*Enrollment assister Pranay Rana assists a consumer with health insurance enrollment.*

re  
consumers



*Michele Rimanelli*



*Bharat & Shakuntala*



*Brent Hall*





In 2013, GHF helped to establish a consortium of 15 partner organizations, which was awarded a federal grant to educate and assist consumers with health insurance enrollment. 316,543 Georgians enrolled in health coverage in the first year.



GHF employed an enrollment assister from 2013 to 2016 and, in that time, GHF directly enrolled more than 3,000 consumers.

#### GEAR NETWORK

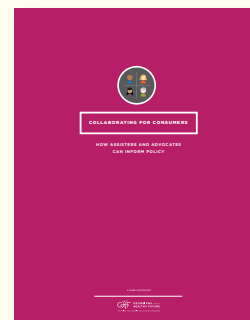
In 2015, GHF built and grew the Georgia Enrollment Assister Resource (GEAR) Network, a program to provide technical assistance, consumer resources, and continuing education opportunities to Georgia's enrollment assisters.



Beginning in 2015, GHF releases an annual *Getting Georgia Covered* report highlighting consumer experiences in the ACA Marketplace, best practices and lessons learned from enrollment assisters, and policy recommendations after each year's open enrollment period. These annual reports are the only publications that capture the Georgia consumer experience in the Health Insurance Marketplace year over year.



Through the GEAR Network, GHF produced the *Get Insured. Stay Insured.* toolkit and the *My Health Insurance User's Manual*, to help consumers understand and use their health insurance. These tools reached more than 4000 Georgia consumers in the two years after their release.



In October 2016, GHF released *Collaborating For Consumers*, a paper highlighting opportunities for advocates, enrollment assisters, and direct service providers to work together to improve coverage and access to care for the people they serve.

## Georgians for a Healthy Future directly enrolled more than 3,000 consumers

“This saves me a lot of money and now I have a more flexible plan than last year.” GHF’s enrollment assister helped Michele re-enroll in Marketplace coverage for 2016. He chose a new plan and identified local primary care providers that were in his coverage network.



*Michele Rimanelli*

Bharat and his wife Shakuntala are asylum seekers originally from Nepal. GHF assisted the couple and their children through the enrollment process. GHF also connected the family to a refugee and asylum service organization and helped set up their daughter's Medicaid application appointment.



*Bharat & Shakuntala*

“I did not have health insurance for 10 years. For many farmers like me health insurance is a big issue. I'm glad I have it now through the Affordable Care Act.” Brent is a small, independent farmer. When he got covered, Brent was healthy but wanted insurance for emergency situations and to ensure he could continue doing the physical labor of farming.



*Brent Hall*



# 5

**Georgians for a Healthy Future has testified or presented to legislative and study committees, national advisory groups, and state decision-making bodies on behalf of Georgia consumers on more than 100 occasions.**

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*Executive Director Laura Colbert discusses consumer health issues with state Representative Sam Park in February 2018.*





Georgians for a Healthy Future offers policy makers a unique, constructive perspective informed by stories collected from Georgia consumers and evidence-based policy analysis.



In February 2011, Governor Deal appointed GHF's Executive Director to the Governor's Health Insurance Exchange Advisory Committee. GHF's Executive Director brought consumer-focused recommendations and communicated the needs of real Georgia consumers to the committee.

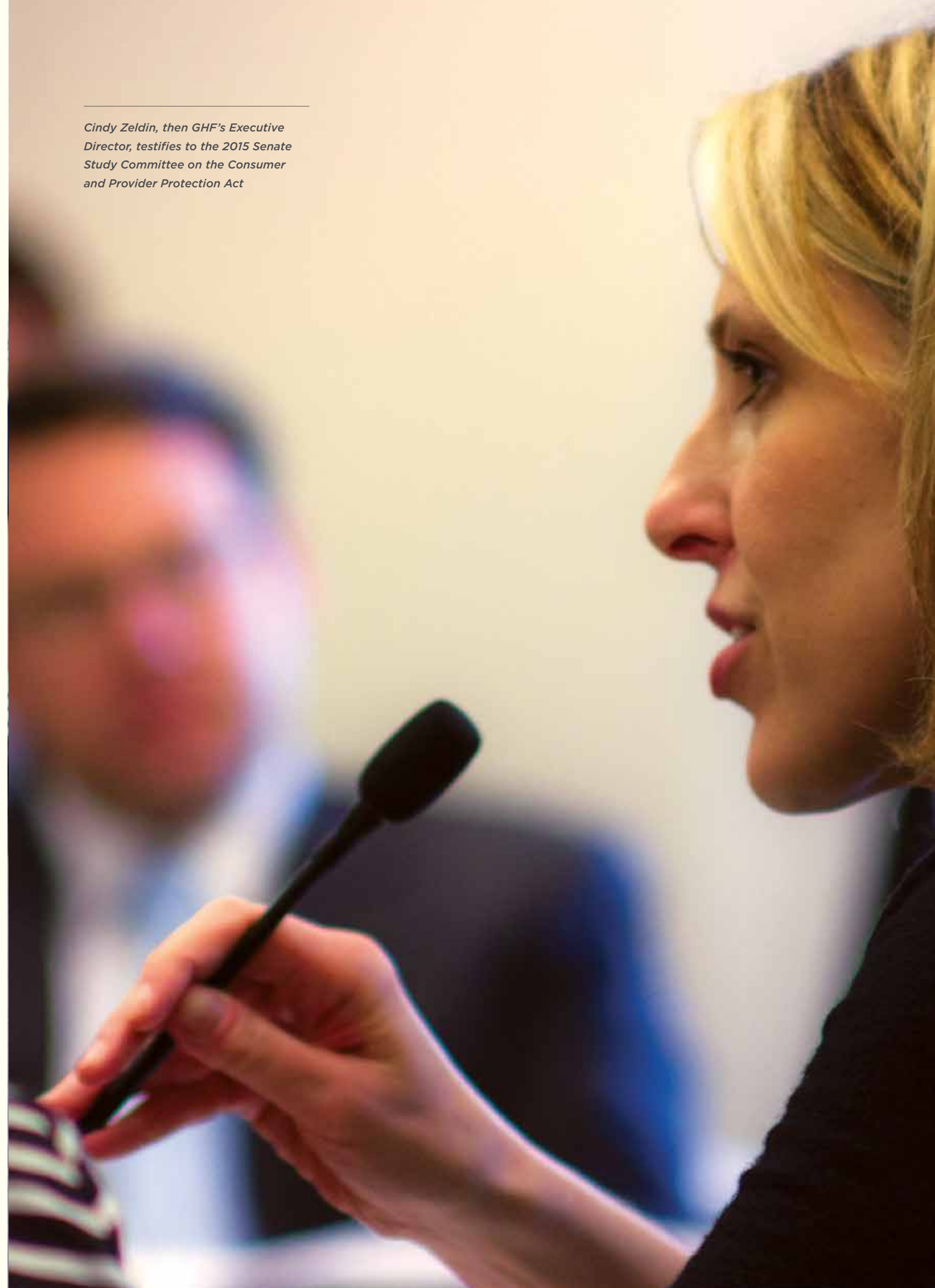
Also in 2011, GHF released *Building Georgia's Health Insurance Exchange: An Affordable Pathway to Health Insurance*, which explained the health insurance exchange concept and made recommendations for a consumer-friendly exchange. The report was widely distributed to and well received by stakeholders, advocates, and policymakers.

Since 2013, the National Association of Insurance Commissioners (NAIC) has annually appointed Georgians for a Healthy Future's Executive Director as a consumer representative. NAIC consumer representatives ensure that the consumers are considered and prioritized in national conversations about health insurance oversight and regulation, often influencing state actions that impact consumer coverage.



GHF's Executive Director was appointed in 2015 as one of the non-legislative members to the Senate Study Committee on the Consumer and Provider Protection Act, which aimed to understand how the existing insurance environment affects consumers' access to care. As a result of GHF's involvement, the committee issued a recommendation to examine how to better ensure Georgia consumers have adequate access to care within insurance provider networks.

Cindy Zeldin, then GHF's Executive Director, testifies to the 2015 Senate Study Committee on the Consumer and Provider Protection Act



*who*

Georgians for a Healthy Future is the voice for Georgia health care consumers. *what* Our mission is to build a unified voice, vision, and leadership to achieve a healthy future for all Georgians. *how* We utilize strong partnerships, sound research, and effective consumer outreach and education *why* to ensure all Georgians have access to the quality, affordable health care they need to live healthy lives and contribute to the health of their communities.



OUTREACH, EDUCATION  
& ENGAGEMENT  
WITH CONSUMERS &  
COMMUNITIES



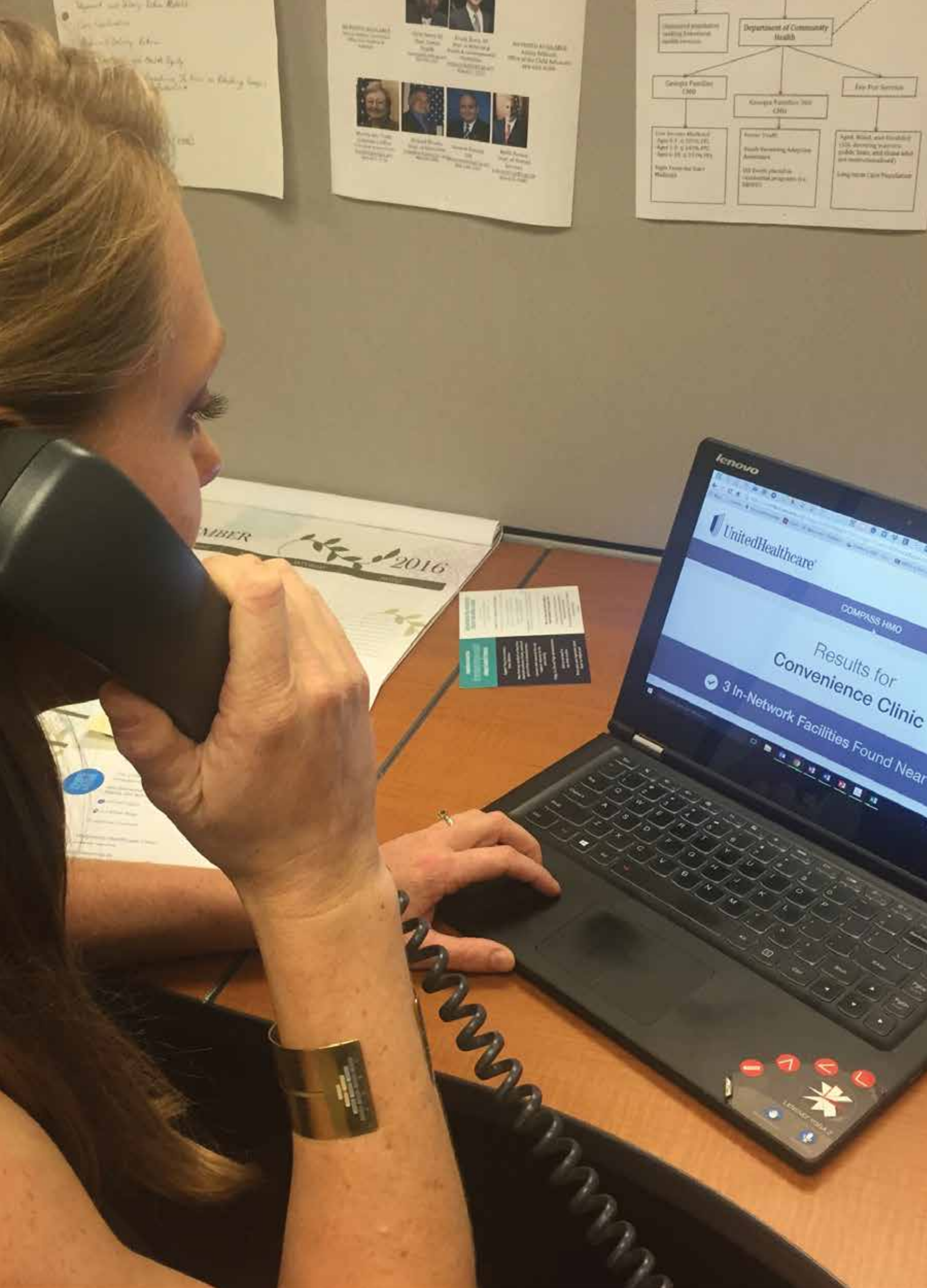
COALITION BUILDING:  
LEADERSHIP,  
COORDINATION,  
& STRATEGIC DIRECTION



ENGAGEMENT WITH  
POLICYMAKERS &  
PUBLIC POLICY ADVOCACY



DEMONSTRATING  
IMPACT



# 6

As a result of advocacy by Georgians for a Healthy Future and a coalition of health advocates, the Georgia General Assembly and Governor Deal approved legislation in 2016 that required insurance companies to publish accurate, accessible, and updated provider directories for use by Georgia consumers.



*A GHF staff member performs a secret shopper study of provider directories.*



Governor Deal signs SB 302 in May 2016.

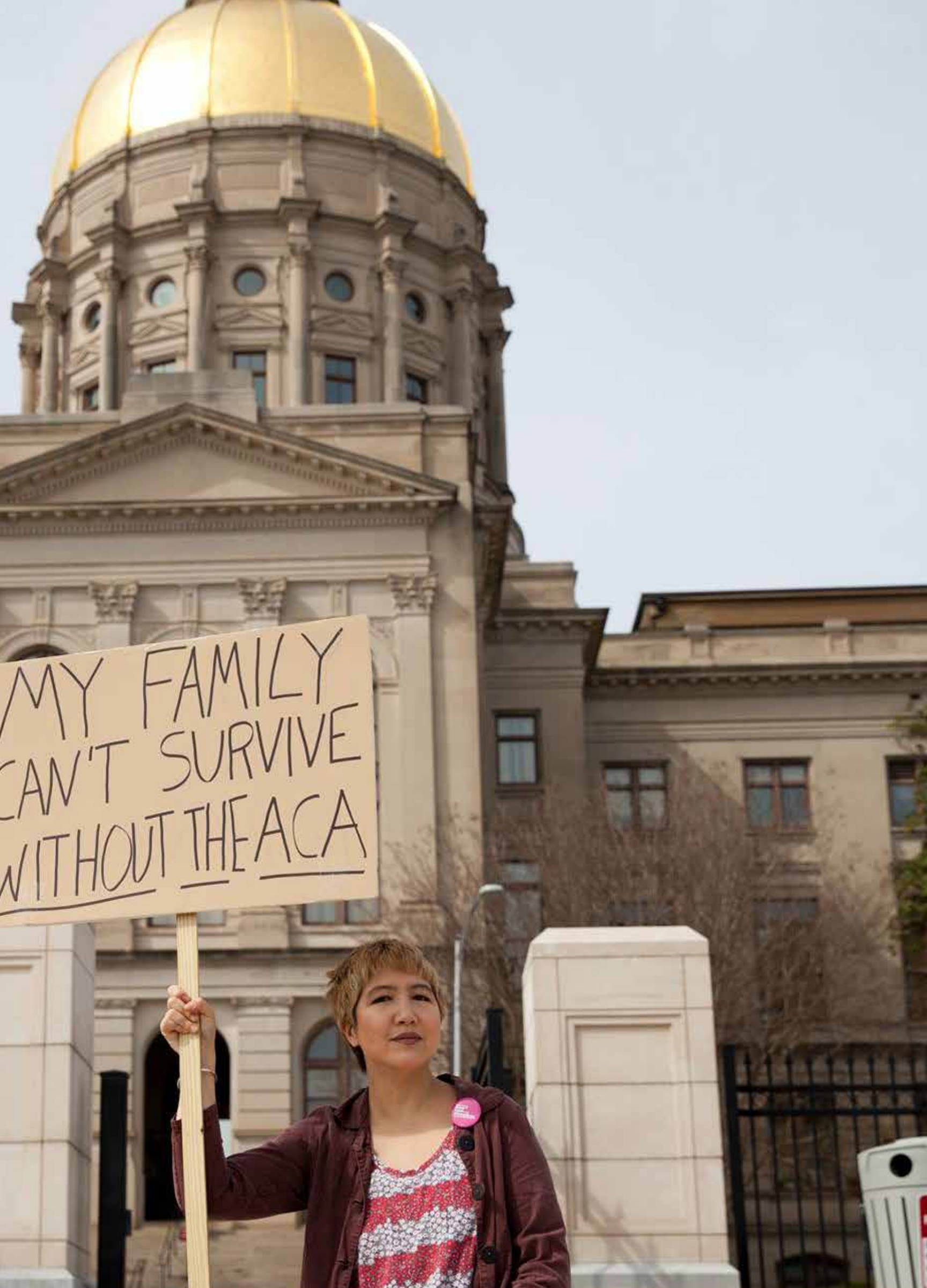
GHF brought the issue of inaccurate provider directories (the list of doctors and facilities in an insurance plan's network) to the attention of state Senator P.K. Martin after consumer stories and interviews with enrollment assisters revealed that the directories were a primary tool that Georgians used to select an insurance plan and that many were being misled by out-of-date and inaccurate information.

To inform the legislature's consideration of SB 302, championed by Senator Martin, GHF performed a secret shopper study to demonstrate the prevalence of inaccurate provider directories and how those inaccuracies prevented consumers from accessing needed health care.

GHF released a policy report titled, *Ensuring Access to Care: Improving Provider Directory Accuracy and Usability* that described Georgia's existing provider directory provisions, outlined policies adopted by other states, and recommended policy changes to improve directory accuracy and usability for consumers.

Senator Martin and GHF team member Andy Lord celebrate the final legislative vote on SB 302.





# 7

Georgians for a Healthy Future convened the Protect Our Care Georgia coalition in February 2017, and along with similar coalitions across the country, defeated Congressional efforts to dismantle Medicaid and the Affordable Care Act.

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*Hannah Hawkins holds a sign at the Save My Care rally at the Georgia capitol in March 2017.*





The Protect Our Care Georgia coalition brought together almost 40 partners to defend against Congressional threats to Medicaid and the Affordable Care Act through public education and outreach, policy analysis, and engagement with public policy makers.

In less than a year, GHF traveled to more than 30 communities across the state to raise awareness about the proposed dismantling of consumer health protections and health coverage.

Through GHF's outreach, thousands of Georgians called and emailed their Congressional leaders to share their health care stories and express support for Medicaid and the Affordable Care Act.

GHF highlighted the stories of real Georgians who were covered by Medicaid or through the Affordable Care Act via social media and in 46 interviews with local and state media outlets.

*(right) Anthony and Nicholas are covered by Georgia's Medicaid program*







# 8

Thousands of Georgians are better equipped to navigate the health care system, use their coverage, and engage in public policy debates that will impact their health as a result of Georgians for a Healthy Future's community outreach efforts.

*Participants listen at a training in 2014.*



University of Georgia  
Athens Campus Conference Center



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GET COVERED.

Health Insurance guidance for you, your spouse, and your family.

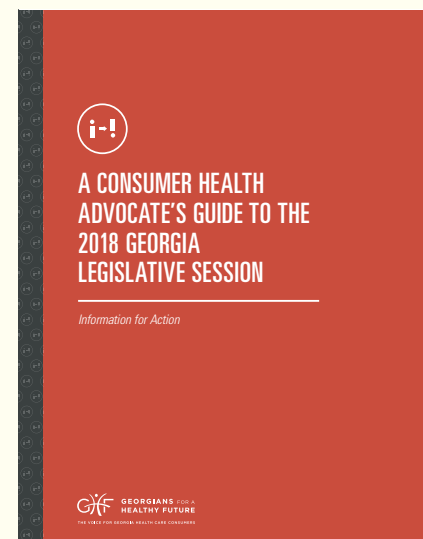




GHF interacted with dozens of consumers in 2009. Since then, the organization has reached many more individuals and families each year. Through in-person outreach, community partnerships, and digital communications, GHF will touch more than 15,000 Georgians in 2018.



Tools like the *My Health Resource Guide* help consumers to navigate the often opaque and complicated health care, insurance, and social services systems.



GHF annually produces *A Consumer Health Advocate's Guide to the Georgia Legislative Session*, a booklet that serves as a compass to the state Capitol for grassroots health advocates. The publication is distributed to hundreds of Georgians annually.

GHF staff member discusses health care advocacy with a group of Cobb County residents in 2017.



In 2017, GHF began a new partnership with the Southwest Georgia Project in Albany, Georgia to provide information and resources about access to health care and health advocacy to small farmers, childcare workers, and community members in rural, southwest Georgia.



GHF, together with Georgia Equality and The Health Initiative, have helped to educate LGBT+ Georgians about how health policy changes may impact their health care or coverage and informed them of their rights and protections when enrolling and using their health insurance. In 2015, when a U.S. Supreme Court decision granted marriage equality, GHF ran a media campaign aimed at LGBT couples about the opportunity to enroll in health insurance after getting married. (right, bottom)

GHF partnered with the Georgia Council on Developmental Disabilities in 2018 to educate Georgians about the state's Medicaid program. The "Georgia Voices for Medicaid" program offers training to communities across the state about how Medicaid benefits their children, neighbors, schools, and health care providers. The trainings have reached dozens of individuals to date.

In 2010, Georgians for a Healthy Future joined with the Georgia Budget and Policy Institute, Voices for Georgia's Children, and AARP to present a series of educational forums and workshops across Georgia. The series, Health Care 2010 and Beyond, reached dozens of Georgians in Savannah, Athens, Rome, Butler, Macon, and Tifton. (right, center)



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# 9

**Georgians for a Healthy Future has published more than 20 research and policy analyses and hosted dozens of policy forums to inform the debates and decisions made by Georgia's policy makers.**

---

*Senator Rene Unterman speaks at Health Care Unscrambled in January 2017.*



Each year at the beginning of the state legislative session, Georgians for a Healthy Future hosts *Health Care Unscrambled*, a legislative breakfast event that features a bipartisan panel of legislators and a keynote address from a nationally recognized health policy expert. The event highlights pressing issues faced by Georgia's health care consumers.



**IN JANUARY 2012**

Georgians for a Healthy Future and Voices for Georgia's Children jointly released *Modernizing Medicaid and PeachCare: Promising Program Design Options for Georgia's Children*, which highlighted best practices and made recommendations to strengthen Georgia's Medicaid and PeachCare programs.

**IN DECEMBER 2014**

GHF and coalition partners released *Strengthening Georgia's Rural Hospitals and Increasing Access to Care: Recommendations from Georgia consumer and community groups*. The report was submitted to the legislature's Rural Hospital Stabilization Committee for its consideration in conjunction with testimony offered by seven partner organizations that supported the report's recommendations.

**IN NOVEMBER 2016**

GHF hosted *Health Beyond Healthcare* and released a similarly named paper that highlighted the importance of addressing the social determinants of health in order to improve health outcomes and address health disparities in Georgia. The policy forum and paper described promising practices and advocacy opportunities in the housing, education, criminal justice reform, and transportation sectors that could significantly improve the health of Georgians.

**IN SEPTEMBER 2017**

GHF, Georgia Equality, and The Health Initiative co-released *Voices for Equity: How the experiences of transgender Georgians can inform the implementation of nondiscrimination provisions in the Affordable Care Act*, a policy paper that described the discriminatory experiences of transgender Georgians and outlined policy recommendations for federal and state policymakers, health care systems and providers, and health advocates. The paper was provided to federal policymakers in advance of policy changes made to non-discrimination protections for consumers.



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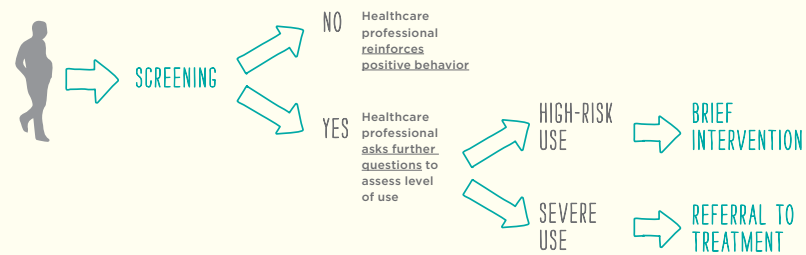
# 10

Together with the Georgia Council on Substance Abuse, Georgians for a Healthy Future successfully advocated for a change to Georgia's Medicaid program in 2017 that is expected to result in verbal substance use screenings for 145,000 Georgia youth annually, along with counseling sessions as needed.

*Policy analyst Meredith Gonsahn presents GHF's findings about youth substance use prevention at a policy forum in 2015.*

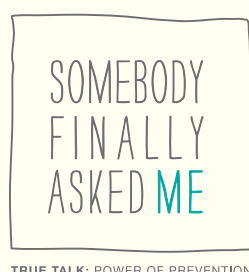


*A collection of materials from GHF and GCSA's advocacy campaign to prevent and reduce youth substance use in Georgia*



The Medicaid policy change incentivizes health care providers to verbally screen youth for risky substance use behaviors, and to counsel them based on the screening results. This evidence-based, public health approach is called Screening, Brief Intervention, and Referral to Treatment (SBIRT).

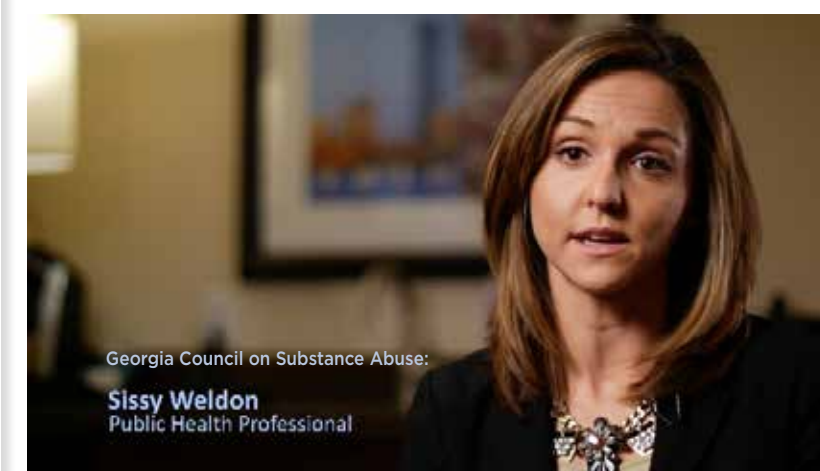
Because Medicaid covers half of Georgia's children, this change significantly increases access to screening and counseling services for young people, especially among those in low-income families. The policy change is expected to result in the verbal screening of 145,000 Georgia youth annually when fully implemented.



GHF and the Georgia Council on Substance Abuse kicked off the public conversation about SBIRT in 2015 with the release of *Somebody Finally Asked Me: A Public Health Approach to Preventing Youth Substance Use Disorders*, a report featuring policy recommendations to help prevent substance use disorders among Georgia's youth.

## Policy Forum

Somebody Finally Asked Me  
A Preventive Approach to Address Youth



SOMEBODY FINALLY ASKED ME

TRUE TALK: POWER OF PREVENTION



**C** Have you ever ridden in a **CAR** driven by someone (including yourself) who was "high" or had been using alcohol or drugs?

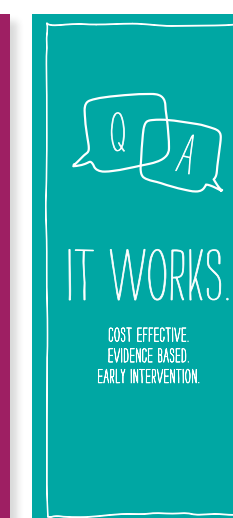
**R** Do you ever use alcohol or drugs to **RELAX**, feel better about yourself, or fit in?

**A** Do you ever use alcohol/drugs while you are by yourself, **ALONE**?

**F** Do you ever **FORGET** things you did while using alcohol or drugs?

**F** Do your family or **FRIENDS** ever tell you that you should cut down on your drinking or drug use?

**T** Have you gotten into **TROUBLE** while you were using alcohol or drugs?



A collection of materials from GHF and GCSA's advocacy campaign to prevent and reduce youth substance use in Georgia



Please join our campaign to keep Georgia's youth on a healthy path.





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