



## **Health Care for All Colorado Foundation Strategic Plan 2019-2020**

### **Legal Name and Address:**

Health Care for All Colorado Foundation (HCACF)  
789 Sherman Street, #300  
Denver, CO 80203  
303-573-5669 ext. 306  
[www.hcacfoundation.org](http://www.hcacfoundation.org)

**Founded:** September 11, 2003

**Legal Status:** 501(c)3

**Tax ID Number:** 83-0380956

### **Vision:**

The ideal result of our work is the implementation of a public national health insurance, associated with a private health care delivery system. The result will be high quality health care at an affordable cost resulting in healthy communities (Triple Aim).

### **Introductory Statement:**

Health Care for All Colorado (**HCAC**) is a nonprofit organization in Colorado working to: inform Coloradans about advantages of a national (public) single-payer (aka single-insurer) system of financing health care, create a coalition that will develop strategies for achieving comprehensive, affordable high quality health care for all Coloradans and build a grassroots movement that will campaign for a national single-payer system.

**HCAC** is a 501(c)4 non-profit social welfare organization which began in 2001 in response to the increasing numbers of Coloradans who are not able to secure basic health care in our current health system. HCAC views health care reform as both a human rights issue and an economic necessity, advocating for the adoption of a single-payer system which ensures that all Coloradans have access to affordable comprehensive health care services.

Health Care for All Colorado Foundation (**HCACF**) is the funded education and research “sister” to the **HCAC** advocacy organization. Founded in 2003, it addresses the need for creating and disseminating accurate information about health care reform. As a 501(c)3 non-profit organization, the HCACF allows contributors to make tax-deductible donations and become engines of a most worthy cause – quality, accessible health care for all.

## **HCACF Board and Staff**

**Thomas Gottlieb, MD, co-president**

**Vince Markovchick, MD, co-president**

**Elinor Christiansen, MD, past president and Co-founder**

**Donna Smith**

**Shelley Dworet Cohen, MD**

**Michele Swenson, RN, secretary**

**Eldon Van Der Wege, MBA**

**Robert Messman, MBA, treasurer**

**Susan Gilbert, Office Assistant**

## **Benchmarks for advancing the mission:**

### **PNHI**

1. Manuscript - Pricing and Payment by a National Outpatient Prescription Drug Plan. Van Der Wege and Gottlieb – complete the manuscript and market the idea.
2. Produce a book of ideas generated over the last several years by PNHI – This project may require from one to two years dependent on the degree of detail pursued.
3. Work with national groups to develop an ideal financial plan for payment.

### **Research & Education Committee**

1. Public National Health Insurance (PHNI)
  - a. Provides education regarding the failures of the current US health system (unregulated for-profit multiple health insurer system) and Medicare Advantage plans
  - b. Education and support encompassing national single-payer (single-insurer) movements
  - c. Creation of business plans for financing single insurer
    - i. Medical Services
    - ii. LTSS services (Long Term Services and Supports)
  - d. Evaluation of financial impact on national and state government
2. Provide information delineating efforts by Washington, including candidates in the upcoming elections, and CMS to subsidize and move greater numbers into private Medicare Advantage plans, with the ultimate goal of privatizing Medicare. Commercial insurance interests seek strategies to continue to mine health insurance as a profit center, while undermining any move toward National Public Health Insurance that would expand traditional Medicare into an improved Medicare for All model. Contrast universal coverage in the form of traditional Medicare for All with the higher costs and reduced benefits of privatized Medicare Advantage plans.
3. Creation of a PowerPoint around the above subjects for presentation to interested groups, focusing on expanded communication with different communities, including younger medical professionals.
4. Continue to create informative podcasts linking issues of social injustice with human and environmental health under the brand "Truthseekers/Health Justice."

## **Media/Communication**

In order to meet major goals of the strategic plan, HCACF will develop a plan for media and communication that will maximize outreach, organization and education.

Specifics of this media and communication plan will include:

1. Social media – including training required for all board members in Twitter/Facebook use
2. All board members will be trained and encouraged to reach out to local media in their own communities to develop personal media relationships
3. All board members will be strongly encouraged to write health care and single-insurer stories/essays to post and drive traffic to the HCACF website
4. Board training will be provided for media interviews to create consistent messaging. Board members will be made available for interviews- print, radio, and television

## **Coalition Building/Organizing**

The strength of HCACF is education and research regarding a public national single-payer system. HCACF recognizes the need for community organizing and coalition building but finds difficulty in a social movement as a single-interest social interest group. Therefore:

1. Review Affiliation levels to determine relationships with other groups
2. Identify social justice groups that include a public national health insurance (PNHI) plan. Determine if any level of affiliation is beneficial.
3. Identify health system reform groups. Determine if any level of affiliation is beneficial.
4. Identify economic/financial expert groups (business or academic) to determine if support for financing a public national health insurance (PNHI) is workable
5. Organize educational efforts and identify groups with mutual goals that can assist in educational efforts.

## **Fundraising**

Our strategic plan(s) and all major goals will require equally ambitious efforts to raise funds. All board members will need to be involved.

1. HCACF will set quarterly targets for fundraising and will report back to supporters how funds are being spent to support the major goals of the strategic plan.  
HCACF will create a fundraising letter and plan for other events annually. All fundraising events must have an approved budget.  
HCACF educational programs will include an “ask” for donations as part of the informative lectures.  
Grants  
Utilize a Newsletter to maintain contact with donors.  
King Soopers, Safeway, AmazonSmile programs  
HCACF will make more effective use of phone/current data base for fundraising purposes.

## **Research**

1. Provide academic articles written by professionals in their fields, properly referenced and edited by the authors' peers.  
Provide non-academic articles that may be found in periodicals and newspapers.  
See Media and communication above.

**April 14, 2018**

Written by: Donna Smith (2013)

Revised by: Tom Gottlieb

Edited by: Michele Swenson

Reviewed by: Education and Research Committee

HCACF board approved: April 16, 2018

Revised June 21, 2019

By Elinor Christiansen and Shelley Cohen