

APPROACHING BUSINESS OWNERS FOR SINGLE PAYER ENDORSEMENTS

**Presented by
The Business Outreach Subcommittee
HealthCare for All - California**

SET UP AN APPOINTMENT

WHAT TO BRING

- The Health Care Solution for Businesses (Business Outreach Folder)
- Features of SB 810 (www.healthcareforall.org)
- Single Payer Advantages for Employers (www.californiaonecare.org)
- Sample Support Letter for Businesses (www.californiaonecare.org)
- Contact information for legislators
- Lewin Reports (www.healthcareforall.org)
- Text of SB 810 (www.californiaonecare.org)

MAKE A BRIEF INTRODUCTORY STATEMENT

- Use the “Introduction” to the Business Outreach Folder.

BE PREPARED TO ANSWER QUESTIONS

- Most questions can be answered using *Features of SB 810*.
- More in-depth questions can be answered using the Lewin Reports and the Text of SB 810. These will usually not be necessary.

BUSINESS-FRIENDLY POINTS

- The total cost will be considerably less for most businesses currently providing health care insurance.
- All businesses will pay a fair and affordable tax based on a percentage of wages.
- Businesses with a lower-wage workforce will fare much better than if they were buying health insurance.
- All businesses will save money by not administering health insurance.
- Contract negotiations will be easier.
- Businesses that have influence with Republican legislators will have leverage to make friendly amendments or pass companion bills.
Examples: Tax structure, coverage (total cost), worker's compensation reform, medical tort reform, lower minimum wage in rural counties.

WHAT TO ASK FOR

- Signed endorsement to send to Senator Kuehl, with a copy to their HCA contact person.
- Support for approaching business groups such as Chambers of Commerce, farm bureaus, etc.
- Letters or phone calls to legislators and the Governor.
- With discretion, donations to the California OneCare Campaign.

NEXT STEP – TALKING TO BUSINESS GROUPS

- Secure an invitation using business contacts.
- Prepare a speech using the materials in this folder.
- Be clear what you are asking for: endorsements, lobbying, new contacts.

USE EACH SUCCESSFUL CONTACT AS LEVERAGE TO THE NEXT