

Healthcare Messaging Guide

Topline Message

People deserve quality, affordable healthcare.

Every year, Washingtonians are paying more for and getting less from their healthcare. Because health insurance and prescription drug companies put profits over people, we live in a state where your race, income, and gender dictate the quality of care you receive. That's not okay. Everyone, no matter our differences, deserves affordable, quality healthcare.

Message Triangle

Quest: Washington is one of the best places to live because we invest in healthy families and thriving communities. We know that everyone deserves access to quality, affordable healthcare. We can build on the progress we've made and ensure every Washingtonian has access to affordable, comprehensive healthcare — including dental, vision, mental health, reproductive healthcare, and more.

Threat: Greedy drug and insurance companies, as well as irresponsible CEO's, put profits over people. They're squeezing the average Washingtonian with high costs, soaring premiums, deductibles, co-payments, and drug prices. Too many Washingtonians have to choose between going to the doctor and this month's rent. None of us should ever go without the healthcare we need.

Solution: Healthy families make healthy communities. We must make healthcare more affordable for everyone, and ensure that our coverage will always be there. We need to join together to fight for solutions like expanding Apple Health coverage, boosting access to preventative dental care, and ensuring that healthcare providers are not prevented from providing information and resources that are in the best interest of their patients.



When They Say...

We Say...

Competition in marketplaces	Patient experience
We already have Obamacare or Medicare for All	The answers we need to lower healthcare costs for families is going to come from this Washington. Building on the progress we've made in our state, we can significantly lower costs and expand access to quality healthcare.
Personal responsibility or Consumer choice	Nobody has a choice when it comes to illness and disease. We must create a healthcare system that won't bankrupt a family because their child gets sick, expands access, and makes treatment affordable.
Private markets alone will solve healthcare.	It's clear that big pharma and big insurance companies care more about profits than the people of Washington. It's on us to flip that around, and invest in a system that provides affordable, comprehensive treatment for all.