



AD FACTS

Oregon Republican Party

“REFORMA”

The Ad

Voice: “The life you want to live.”

Voice: “The peace of mind you deserve.”

Voice: “Reforma.”

Chyron: REFORMA

Voice: “The Obama Pelosi prescription for building a government takeover of health care.”

Chyron: The Obama-Pelosi prescription for building a government takeover of health care.

The Facts

Dems' Bill Creates New Czar That Will Push Government-Run Health Insurance. "The health choices commissioner would head an independent agency, as envisioned in the 800-page draft bill released by House Democratic leaders. The Health Choices Administration would regulate a revamped insurance marketplace and be expected to deliver Obama's promise of affordable coverage for all ... The commissioner and the new agency would run a kind of national purchasing pool through which individuals and small businesses could pick medical coverage from private plans and a government-sponsored alternative." (Ricardo Alonso-Zaldivar, "Need For Federal Insurance Czar Is Questioned," [The Associated Press](#), 7/7/09)

Government Would Dictate How Private Insurance Companies Operate, Place Limit On How Much They Can Make. "A qualified health benefits plan shall meet a medical loss ratio as defined by the Commissioner. For any plan year in which the qualified health benefits plan does not meet such medical loss ratio, QHBP offering entity shall provide in a manner specified by the Commissioner for rebates to enrollees of payment sufficient to meet such loss ratio ... The Commissioner shall build on the definition and methodology developed by the Secretary of Health and Human Services under the amendments made by section 161 for determining how to calculate the medical loss ratio. Such methodology shall be set at the highest level medical loss ratio possible that is designed to ensure adequate participation by QHBP offering entities, competition in the health insurance market in and out of the Health Insurance Exchange, and value for consumers so that their premiums are used for services" (H.R. 3200, "[America's Affordable Health Choices Act of 2009](#)," Introduced 7/14/09)

The Ad

Voice: “Anxiety and stress disappear.”

Voice: “Reforma.”

Voice: "Recommended by more lobbyists than any other health care reform."

Chyron: Recommended by more lobbyists than any other health care reform

The Facts

Drug Industry Gives \$150 Million To Lobbyists To Promote Obama's Government-Run Health Care Experiment. "The drug industry has authorized its lobbyists to spend as much as \$150 million on television commercials supporting President Obama's health care overhaul, beginning over the August Congressional recess, people briefed on the plans said Saturday." (David D. Kirkpatrick, "Drug Industry To Run Ads Favoring White House Plan," [The New York Times](#), 8/8/09)

Health Industry Groups, Including Doctors, Promise To Cut Spending As Part Of Government-Run Health Care Deal With Obama. "The deals, trumpeted loudly by the White House, would each help pay for a sweeping overhaul of the health care system. First, It Was A Broad Consortium Of Health Industry Groups — Doctors, Hospitals, Drug Makers And Insurers, All Promising To Slow The Growth Of Medical Spending By 1.5 Percent." (David M. Herszenhorn and Sheryl Gay Stolberg, "Health Deals Could Harbor Hidden Costs," [The New York Times](#), 7/8/09)

Hospital Groups Reach Deal With Obama On Government-Run Health Care. "[L]awmakers are on track to approve across-the-board federal payment reductions of \$155 billion over 10 years for hospitals, reflecting a deal reached recently by major hospital groups, the White House and Senate Democrats ..." (Phil Galewitz, "'Model' Health Systems Press Case For Medicare Fix In Reform," [Kaiser Health News](#), 7/20/09)

The Ad

Voice: "No worries. No concerns."

Voice: "Consult your Congressman or Senator now."

Voice: "Reforma."

Voice: "The side effects include bureaucratic waste and delay."

Chyron: Side effects include: Bureaucratic waste and delay

The Facts

Creating So-Called "Public Plan" Will Mean Billions In Administrative Costs. "[O]n a per-person basis Medicare's administrative costs are actually higher than those of private insurance--this despite the fact that private insurance companies do incur several categories of costs that do not apply to Medicare. If recent cost history is any guide, switching the more than 200 million Americans with private insurance to a public plan will not save money but will actually increase health care administrative costs by several billion dollars." (Robert Book, "Medicare Administrative Costs Are Higher, Not Lower, Than for Private Insurance," [The Heritage Foundation WebMemo #2505](#), 6/25/09)

Government-Run Health Care Systems Make Patients Wait For Months For Urgent Treatment. "David Malleau awoke in hospital with a gaping hole in his skull. The 44-year-old Hamilton truck driver had suffered a devastating car accident in 2004 that forced doctors at Hamilton General Hospital to remove a fist-sized piece of bone from his skull to relieve pressure on his brain. Once the swelling subsided and he was ready for surgery in March 2005, Malleau was sent home and placed on a waiting list. Three months passed. Then six. He waited at home, a prisoner unable to leave the house for fear something would hit the exposed side of his brain - for him a potentially fatal incident. In the end, it took nearly a year before he

could get skull replacement surgery." (Tanya Talaga & Robert Cribb, "Year Long Wait for Skull Surgery," [Toronto Star](#), 5/22/07)

The Ad

Voice: "Not recommended if you like your own doctor, want to keep your own doctor, or want to avoid the government prescribing your medical treatments."

Chyron: Not recommended if you like your own doctor, want to keep your own doctor, or want to avoid the government prescribing your medical treatments.

The Facts

Government-Run Health Care Pays Much Less Than Private Insurance, Which Makes Doctors Refuse Patients. "Despite more Michigianians piling onto the Medicaid rolls, fewer doctors are treating or accepting new patients insured by this state-run medical program for low-income residents ... Doctors say the state-set reimbursement rates are already too low, in some cases covering only one-third of the actual costs of patient visits ... About 71 percent of doctors surveyed last year by Michigan's health department reported they were accepting new Medicaid patients, a decrease from 80 percent in 2006. Michigan's Medicaid enrollment increased from 1.49 million in 2006 to 1.54 million last year." (Christina Rogers, "Doctors Balk At Medicaid Program," [The Associated Press](#), 6/7/09)

Government-Run Health Care Could Drive Doctors Out Of Business, Especially In Rural Areas. "According to Dr. Scott Nelson, a family practice physician in Cleveland, Miss. ... 'There is an unprecedented level of frustration with the government and Medicare in Mississippi,' Nelson explained. 'I have not heard of any doctors in my area opting out of Medicare, because there are not enough patients with private insurance in the rural Mississippi Delta ... we have no choice but to see them, and we are literally at the mercy of the government. I foresee some small practices closing altogether.' For states that are made up of larger numbers of Medicare patients, this latest round of cuts hits particularly hard. Florida, for instance, stands to lose \$1.25 billion for physician payments by January 2009." (Audrey Grayson, "Docs Bailing Out Of Medicare, Medicaid," [ABC News Medical Unit](#), 7/8/08)

Dems' Plans Create Government Boards Deciding What Treatments Would Or Wouldn't Be Funded. "Skeptics, however, say Obama's decision to invest heavily in such research will lead to European-style rationing in which patients are denied lifesaving therapies to save money. It also has alarmed some drug companies and medical device manufacturers, which fear that a system of winners and losers is bound to reduce their bottom lines." (Ceci Connolly, "Comparison Shopping For Medicine," [The Washington Post](#), 3/17/09)

The Ad

Voice: "Not recommended for people who actually need medical care."

Chyron: Not recommended for people who may need actual medical care.

The Facts

Hospitals Say Government-Run Health Care Will Force Them To Drop Patients. "[L]awmakers are on track to approve across-the-board federal payment reductions of \$155 billion over 10 years for hospitals ... Mayo and similar health systems object to the sweeping cuts. 'Across-the-board cuts will be harmful to everyone and we think it is particularly bad to penalize the high-value organizations,' said Jeff Korsmo, executive director of the Mayo Clinic Health Policy Center. 'We will have to violate our values in order to stay in business and reduce our access to government patients.'" (Phil Galewitz, "'Model' Health Systems Press Case For Medicare Fix In Reform," [Kaiser Health News](#), 7/20/09)

“Cost-Cutting Measures” Will Eventually Fail, Leading To Less Access For Patients. “If or when the Administration’s speculative cost-cutting measures under universal health care fail to produce savings, government will start explicitly limiting patient access to treatments and services regarded as too expensive. Democrats deny this eventuality, but health planners will have no choice, given that the current entitlement system is already barreling toward insolvency without adding millions of new people to the federal balance sheet.” (Editorial, “Obama’s Health Future,” [The Wall Street Journal](#), 6/26/09)

The Ad

Voice: “The government can deny your health care based on patient age.”

Chyron: The government can deny your health care based on patient age.

The Facts

Ezekiel Emanuel, A Doctor Advising Obama On Health Care, Advocates Government Bureaucracy Using Age As A Factor To Determine How Government Should Allocate Care. “We recommend an alternative system—the complete lives system—which prioritizes younger people who have not yet lived a complete life ... The complete lives system discriminates against older people.... Unlike allocation by sex or race, allocation by age is not invidious discrimination; every person lives through different life stages rather than being a single age. Even if 25-year-olds receive priority over 65-year-olds, everyone who is 65 years now was previously 25 years.” (Govind Persad, Alan Wertheimer, Ezekiel J Emanuel, “Principles For Allocation Of Scarce Medical Interventions,” [Lancet 2009; 373: 423–31](#), 1/31/09)

The Ad

Voice: “Cost to taxpayers may vary and is more than you can possibly imagine.”

Chyron: Cost to taxpayers may vary and is more than you can possibly imagine.

The Facts

Analysis Shows Government-Run Health Care Costs \$1.6 Trillion Includes \$800 Billion In Tax Increases. “Democrats argue the number should be \$1 trillion, a number provided by the Congressional Budget Office for the net cost of the portion of the bill affecting health insurance, and they boasted in press releases that the bill actually creates a \$6 billion surplus over the coming decade. But the gross cost of the bill is much higher, more than \$1.6 trillion, according to a Roll Call analysis of the CBO data ...” (Steven Dennis, “Analysis: House Health Care Bill’s Price Tag Tops \$1.6 Trillion,” [Roll Call](#), 7/20/09)

CBO Director Says Plans For Government-Run Health Care Would Worsen Budget Outlook. “President Obama’s plan to expand health coverage to the uninsured is likely to dig the nation deeper into debt ... ‘Without meaningful reforms, the substantial costs of many current proposals . . . would be much more likely to worsen the long-run budget outlook than to improve it,’ he said. ...” (Lori Montgomery, Shailagh Murray & Ceci Connolly, “Obama’s Health Plan Needs Spending Controls, CBO Says,” [The Washington Post](#), 6/17/09)

Liberal Think Tank Concerned About Deficit Created From Government-Run Health Care. “‘There’s a concern that if Congress were to pass a big health care bill that was heavily deficit-financed, financial markets could react negatively, with higher interest rates that could deepen the recession,’ said Robert Greenstein, the executive director of the liberal Center on Budget and Policy Priorities, which supports the administration’s goal of a deficit-neutral health care overhaul.” (Jackie Calmes, “Obama and Congress Clash on How to Pay for Health Care,” [The New York Times](#), 6/26/09)

The Ad

Voice: "You should not support President Obama's Reforma if you're worried about the \$1.6 trillion cost or the \$219 billion dollar deficit."

Chyron: You should not support President Obama's Reforma if you're worried about the \$1.6 trillion cost- or the \$219 billion deficit.

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CBO Says Government-Run Health Care Adds \$219 Billion To Deficit. "According to CBO's and JCT's assessment, enacting H.R. 3200 would result in a net increase in the federal budget deficit of \$239 billion over the 2010-2019 period. That estimate reflects a projected 10-year cost of the bill's insurance coverage provisions of \$1,042 billion, partly offset by net spending changes that CBO estimates would save \$219 billion over the same period, and by revenue provisions that JCT estimates would increase federal revenues by about \$583 billion over those 10 years." (Douglas W. Elmendorf, CBO Director, [Letter to Charles B. Rangel](#), 7/17/09)

The Ad

Voice: "Call your Congressman or Senator immediately if you are concerned by any or all of these side effects."

Chyron: Call your Congressman or Senator if you're concerned by any or all of these side effects.

Voice: "The Oregon Republican Party is responsible for the content of this advertising."

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