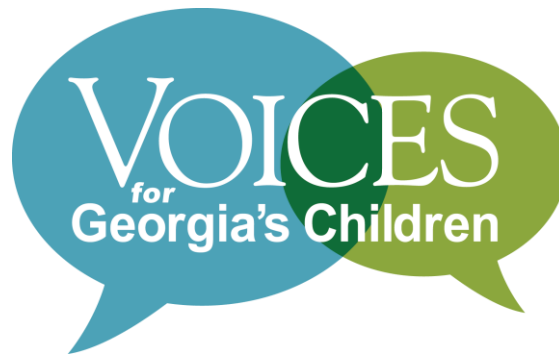


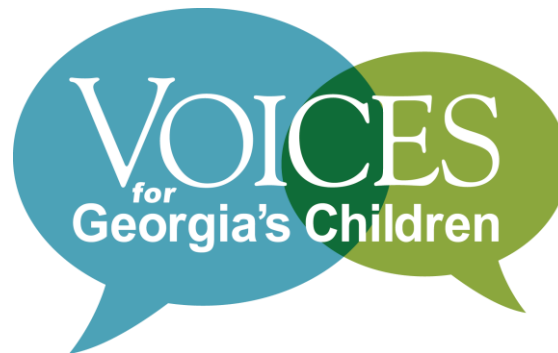
# Georgians for a Healthy Future

Sarah Dobra,  
Director of Development and  
Operations



# Background Information of Organization

- Established in 2008; Seven Staff
- Our mission is to build and mobilize a unified voice, vision, and leadership to achieve a healthy future for all Georgians.
- Our *vision* is of a day in which all Georgians have access to the quality, affordable health care they need to live healthy lives and contribute to the health of their communities.



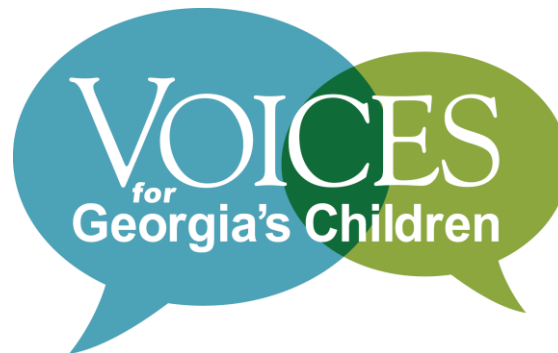
# Background Information of Organization

## Priority Areas

1. Getting Georgia Covered
2. Increasing Access to Care
3. Increasing Value for Health Care Consumers
4. Building a Healthier Georgia

## Our Approach

1. Outreach, education & engagement with consumers and communities;
2. Building and mobilizing coalitions; and
3. Public policy advocacy

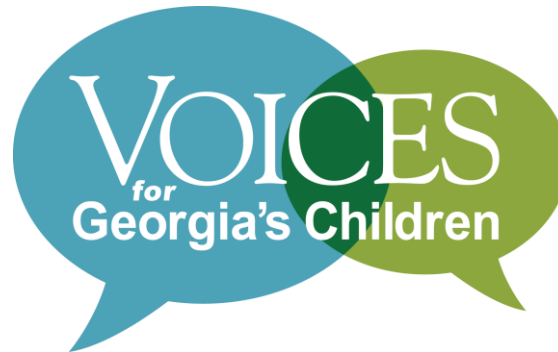


# Recent Accomplishments

- Passage of SB 302, championed by Senator P.K. Martin and a coalition of consumer health advocates led by Georgians for a Healthy Future. The legislation improves the accuracy and usability of provider directories.
- Released companion policy briefs on network adequacy and provider directories at a policy forum held in conjunction with Georgia Watch focused on consumer health issues.
- Information for Action: A Consumer Health Advocate's Guide to the 2016 Georgia Legislative Session.
- Launched "health in all policies" with support from the Healthcare Georgia Foundation.



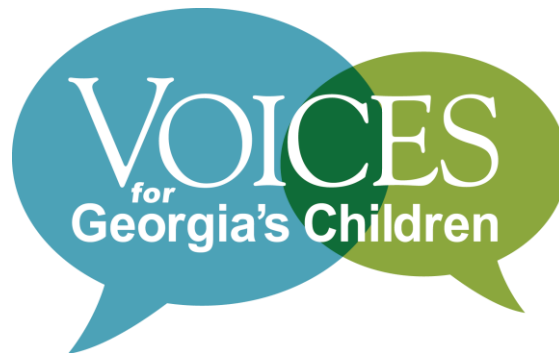
PROTECTING CONSUMERS.  
PROMOTING TRANSPARENCY.  
EMPOWERING CITIZENS.



THE VOICE FOR GEORGIA HEALTH CARE CONSUMERS

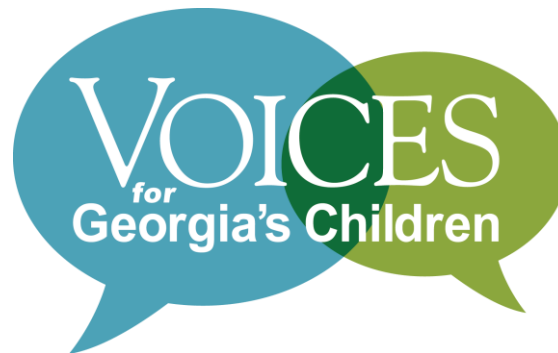
# 2017 Legislative Agenda

- Closing the Coverage Gap
- Consumer protections for surprise billing and network adequacy standards
- Increasing Georgia's tobacco tax to be closer to the national average
- Turning on the Medicaid code for youth substance abuse screening

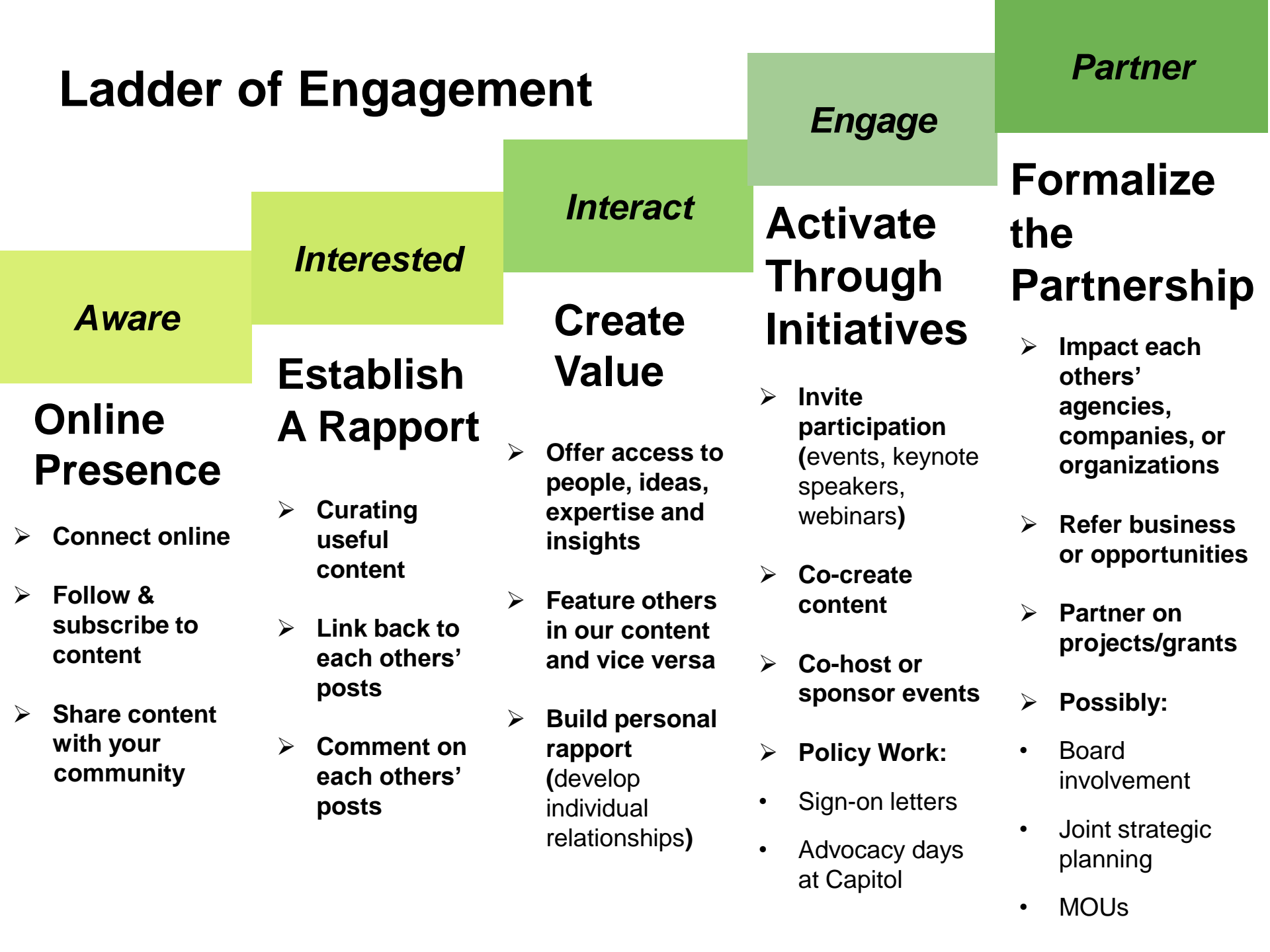


# Partnerships

- Community Engagement
  - Presentations for community groups
  - Table at community events, health fairs
  - Social media, e-blasts
- Valuable partnership
  - Georgia Budget & Policy Institute



# Ladder of Engagement



***Aware***

## **Online Presence**

- **Connect online**
- **Follow & subscribe to content**
- **Share content with your community**

***Interested***

## **Establish A Rapport**

- **Curating useful content**
- **Link back to each others' posts**
- **Comment on each others' posts**

***Interact***

## **Create Value**

- **Offer access to people, ideas, expertise and insights**
- **Feature others in our content and vice versa**
- **Build personal rapport (develop individual relationships)**

***Engage***

## **Activate Through Initiatives**

- **Invite participation (events, keynote speakers, webinars)**
- **Co-create content**
- **Co-host or sponsor events**
- **Policy Work:**
  - Sign-on letters
  - Advocacy days at Capitol

***Partner***

## **Formalize the Partnership**

- **Impact each others' agencies, companies, or organizations**
- **Refer business or opportunities**
- **Partner on projects/grants**
- **Possibly:**
  - Board involvement
  - Joint strategic planning
  - MOUs