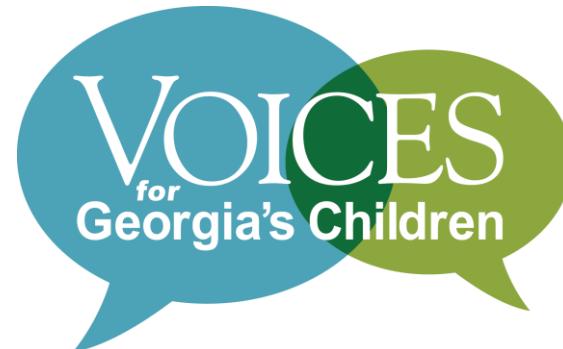


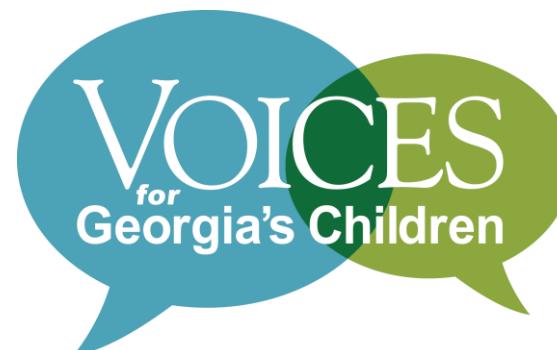
Georgians for a Healthy Future

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

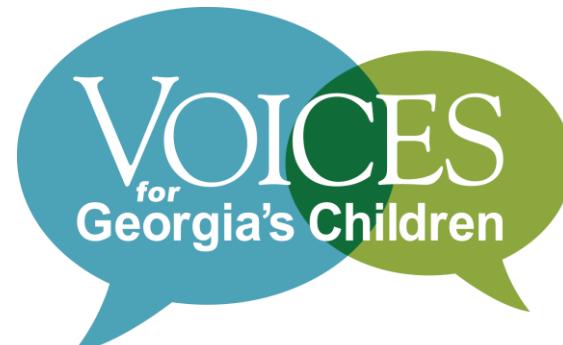
1. Getting Georgia Covered
2. Increasing Access to Care
3. Increasing Value for Health Care Consumers
4. Building a Healthier Georgia

Our Approach

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



PROTECTING CONSUMERS.
PROMOTING TRANSPARENCY.
EMPOWERING CITIZENS.

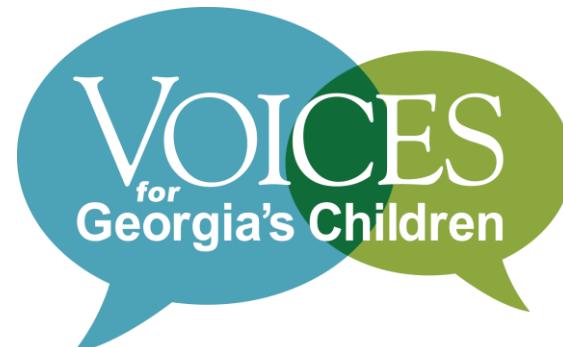


Recent Accomplishments

- 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.



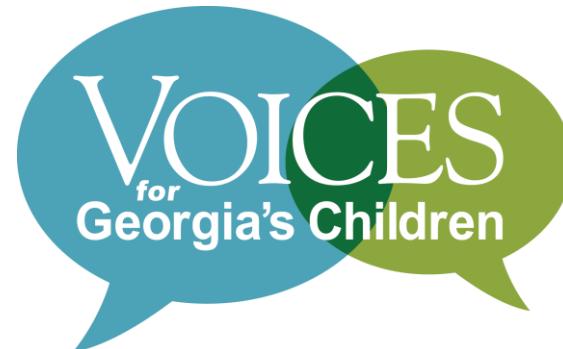
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THE VOICE FOR GEORGIA HEALTH CARE CONSUMERS

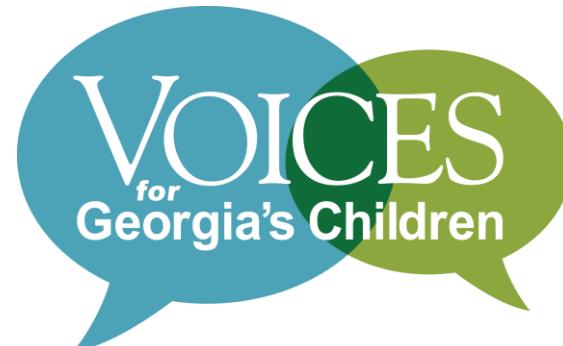
2017 Legislative Agenda

- 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

Partner

Engage

Interact

**Activate
Through
Initiatives**

**Formalize
the
Partnership**

Interested

**Create
Value**

**Online
Presence**

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

**Establish
A Rapport**

- Curating useful content
- Link back to each others' posts
- Comment on each others' posts
- Offer access to people, ideas, expertise and insights
- Feature others in our content and vice versa
- Build personal rapport (develop individual relationships)

Aware

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