

HOW TO JOIN

Please fill out the information below, make your check payable to The Heartland Institute, and mail to:



Consumers for Health Care Choices
at The Heartland Institute
19 South LaSalle Street, Suite 903
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- Sign me up for a **\$39 subscription** to the weekly *Consumer Power Report* and *Consumer Power Monthly* newsletters.
- Sign me up for a **\$59 subscription** to the weekly *Consumer Power Report* and *Consumer Power Monthly* newsletters, and The Heartland Institute's monthly newspaper *Health Care News*.
- I would like to become a **Basic Member for \$100** and receive *Consumer Power Report*, *Consumer Power Monthly*, *Health Care News*, and invitations to member-only events and conference calls, copies of *Heartland Policy Studies*, and free subscriptions to Heartland's other monthly newspapers.
- I would like to become a **Patron Member for \$1,000** and receive all the benefits listed above plus invitations to CHCC semi-annual Round Table Meetings.
- Please send me additional information about CHCC and Heartland Institute membership benefits.

Consumers for Health Care Choices is a project of The Heartland Institute, a 501(c)3 tax exempt charity. Membership contributions are tax deductible.



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“Consumers for
Health Care Choices
is doing truly
pioneering work
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the way to *update*
twenty-first
century health care.”

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CONSUMERS *for*
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**CONSUMERS for
HEALTH CARE
CHOICES**
AT THE HEARTLAND INSTITUTE

We turned our money over to government, insurance companies, and our employers in the form of taxes, premiums, and lost wages in the belief these organizations would provide affordable, quality health care. In turn, they have delivered a system that is increasingly inefficient and unaffordable for the citizens it was intended to serve.



IT'S OUR MONEY. IT'S OUR HEALTH!

Today, we have a health care system that is bureaucratic, inefficient, inconvenient, of questionable quality, and far too expensive. Our trust has been misplaced.

It is time to take our money back so we can spend it on the services and products that will deliver the most value. The institutions we once trusted cannot be trusted to reform themselves. We need to build a system that delivers quality care, conveniently, in keeping with our personal values. No one else cares about the well-being of our families as much as we do.

PUT THE CONSUMER IN THE DRIVER'S SEAT!

Consumers for Health Care Choices is a national grassroots organization dedicated to putting consumers in the driver's seat of the health care system, as we are in all other aspects of our lives. We are small business owners, physicians, insurance brokers, patient advocates, economists, and concerned health care consumers who are united by the urgency of transforming health care — NOW!



HOW DO WE GO ABOUT IT?

Change can come only through education based on sound principles and actionable ideas. This is not directed just at politicians, but at all Americans to create a new way of thinking about health care. It relies on consumer choice in a competitive market — as we have in all other areas of our lives. This means:

- » The tax code should be neutral on how we finance our health care.
- » We should be able to choose the coverage we prefer.
- » We should own our own insurance coverage and take it with us when we change jobs.
- » There should be a wide variety of service providers to choose from.
- » We should know exactly what the prices are of the services we buy.
- » Innovation and convenience should be encouraged and rewarded.
- » Subsidies should be targeted only at people with special financial or medical needs.

MUCH OF THIS IS ALREADY UNDERWAY

- » Insurers are offering Health Savings Accounts and other policies that put consumers in control of their health care choices and spending.
- » New ways of delivering care are entering the market, including retail clinics, concierge medicine, specialty hospitals, and even medical tourism.
- » Price transparency and information services are growing throughout the system.

THE REVOLUTION HAS BEGUN!

But we aren't out of the woods yet. Many politically influential people dislike the whole idea of consumer choice. They believe a committee of experts should make all health care decisions, including exactly what services you should be allowed to have, when you should get them, and who should provide them. These "experts" don't trust you to make decisions, even on your own health or how to spend your own money. They believe the problem in health care is not that there isn't enough choice, but that there is too much choice. These people are well organized and very well financed.

This will be the biggest battle of the twenty-first century — the struggle over who controls health care: you and 300 million other American consumers? Or a small privileged elite of academics and bureaucrats?

WHICH SIDE ARE YOU ON?

If you believe in freedom and personal empowerment, join us!

Your active support is critical to the success of this revolution in health care. Consumers for Health Care Choices is only as strong as we have members to support us. We often call on our members to speak at events, write letters to the editor, attend hearings and conferences, and provide us with information and intelligence on what is and is not working out in the real world.

We are no mere policy shop, but a national grassroots network of people who are dedicated to restoring freedom of choice and market dynamics to our health care system.

PUBLICATIONS AND PROGRAMS

Consumers for Health Care Choices produces exciting publications, hosts events and conference calls, and creates opportunities for high-level dialogue among business leaders, physicians, patient advocates, and health policy experts.

- » *Consumer Power Report* is a weekly online newsletter written by Greg Scandlen condensing and commenting on the week's most important news stories, research findings, and political twists and turns. It reaches some 5,000 allies nationwide.
- » *Consumer Power Monthly* is an attractive and easy-to-read print newsletter featuring the best and most current reports and commentaries from the weekly online newsletter.
- » *Health Care News* is a 20-page tabloid-sized newspaper produced by The Heartland Institute covering all aspects of the national and state health care reform debate. Articles cover consumer-driven health care as well as prescription drug issues, public health, state and national insurance reforms, and innovations in care.
- » *Exclusive Heartland Conference Call Series* — monthly conference calls exclusively for CHCC members to listen to and ask questions of leading experts in the health care reform debate.
- » *Leaders of Liberty Events* — quarterly meetings of Heartland members and donors providing opportunities to learn more about a variety of issues and meet policymakers, leaders of other "think tanks" and advocacy groups, and fellow CHCC supporters.