

Engaging Company CEO's To Drive Transformational Change in Healthcare



Tony Dale

Founder & Chairman, Sedera



Elaine Parker

*President, Job Creators Network Foundation
& Chief Communications Officer, Job Creators
Network*



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Who is JCN?

National conservative small business organization that advocates for pro-business policies through issue campaigns and provides employers with the tools to educate their employees about how government policy impacts their livelihoods. JCN educates through:

- High profile media/PR campaigns
- Weekly e-Newsletter
- Employer-to-Employee (E2E) Education- Online education including easy to understand explainer videos



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“JCN is the most impactful
organization you haven’t heard of.”

Newt Gingrich
Former Speaker of the House



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The Power of Small Business



30 Million
Business Owners



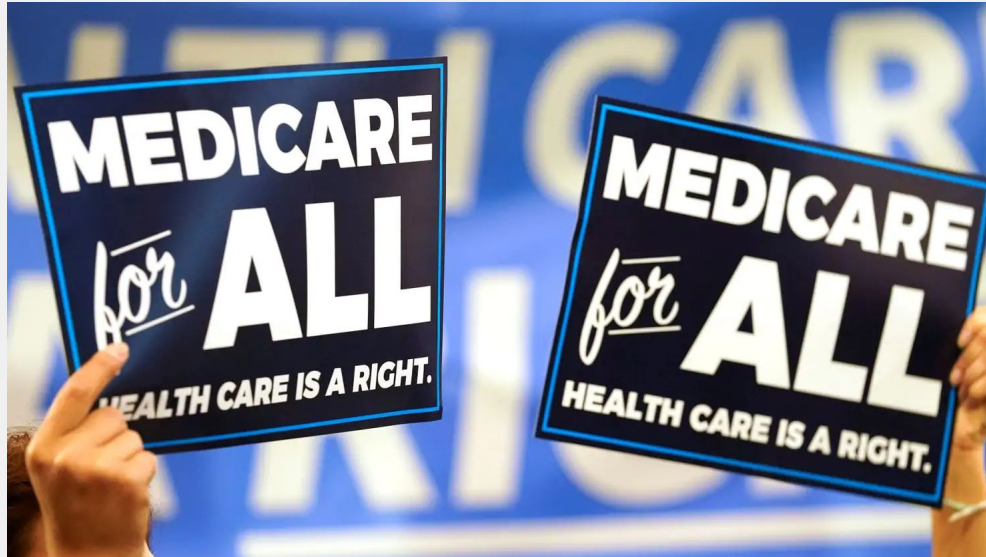
60 Million
Employees



90 Million

Hard working Americans
Depending on the success of
small business

70% of Americans Support Medicare for All*



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*Hill.tv/HarrisX polling

WHY?

Because people are familiar with it and it's easy to understand. Health insurance is scary and complicated to the average person. They want it to be easy, affordable and work.



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Our research shows the doctor-patient relationship is *very important* to Americans, and women in particular. We must overcome the bumper sticker health plan with a plan that is patient centered and repairs and restores doctor-patient, gets bureaucrats out of exam room and provides choice and affordability.



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The Small Business Owner's Hats in a Day

- Sales Manager
- Purchasing Agent
- Customer Service Rep
- Accountant
- Transportation Coordinator
- Research and Development
- Marketing Director
- Janitor



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When Does A Small Business Owner Think About Healthcare?

- The once a year they talk to their insurance broker to get the bad news about cost increases
- When they or someone in their family or an employee gets really sick



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How Do You Sell Free-Market Solutions to Small Business Owners?

- Remember that *their* families are usually on their work plan. They first need to be sold as a patient.
- Healthcare for their employees is a retention tool. If they find a free-market solution that their employees like, it helps them keep good employees AS well as keeping costs down.
- Small business owners listen to other small business owners and like to see real case studies of other small business use.



How Do You Sell Free-Market Solutions to Small Business Owners?

Stories before stats!



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Case study story: The need to educate Americans on patient centered care/ Direct Primary Care

- Patient has traditional employer provided insurance
- History: Grandmother (deceased), mother (deceased), sister (deceased): breast cancer.
- Patient requests additional screening at annual mammo. GYN defers to radiologist who has no history of Patient. Radiologist recommends further testing...6 months later.
- Patient joins a Direct Primary Care practice. (\$75/month)

Case study continued:

- DPC physician prescribes breast ultrasound immediately. Ultrasound reveals breast cyst. MRI ordered by radiologist immediately. Cyst likely benign.
- DPC physician refers to NEW GYN for genetic testing. Gene mutation identified.
- GYN refers to breast specialists. Best option based on risk is preventative double mastectomy with reconstruction.
- Mastectomy: June 3; Reconstruction June 10
- Risk of breast cancer decreased by 95%

Who is The Patient?

Case study conclusion:

- *DPC Doctor in this case was an **advocate** for the patient.*
- *Proves the importance of the doctor-patient relationship.*





By Telling Stories You Can Change the Narrative

- Stories are memorable.
- Small businesses respect and appreciate new innovation... many of them have built their business on that concept.



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JCN and Sedera

- JCN had been working on healthcare reform from a policy standpoint.
- Dr. Dale and Sedera offer a concrete way for businesses to try a new way to provide healthcare with lots of choices.



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THERE'S A BETTER WAY TO PAY FOR HEALTHCARE



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Driving Transformational Change in Healthcare

Reshaping an industry implies

- Developing A Vision
- Personal Involvement
- Paying The Price
- Enlisting Support & Influence



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From NY Review of Books

"We would like to think we have health care that incidentally involves some wealth transfer; what we actually have is wealth transfer that incidentally involves some health care."

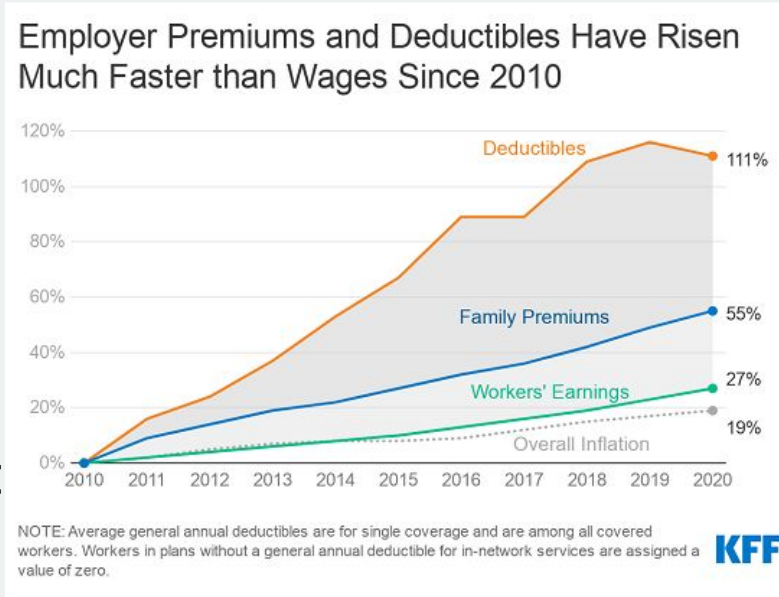
- Timothy Snyder, Historian
What Ails America
9/3/20



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A Paradigm Shift is Needed, Not little Tweaks

- Total premiums have increased by 55%
- Employees' portions have increased 70%
- Wages have only increased 19%



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Insurance Companies Winning at Consumer Expense

- Status quo
- Lack of accountability, transparency
- Intentionally complex



CEOs are a Catalyst for Change

“CEOs have a greater ability to make change than politicians, journalists, and religious leaders.”

- Fast Company

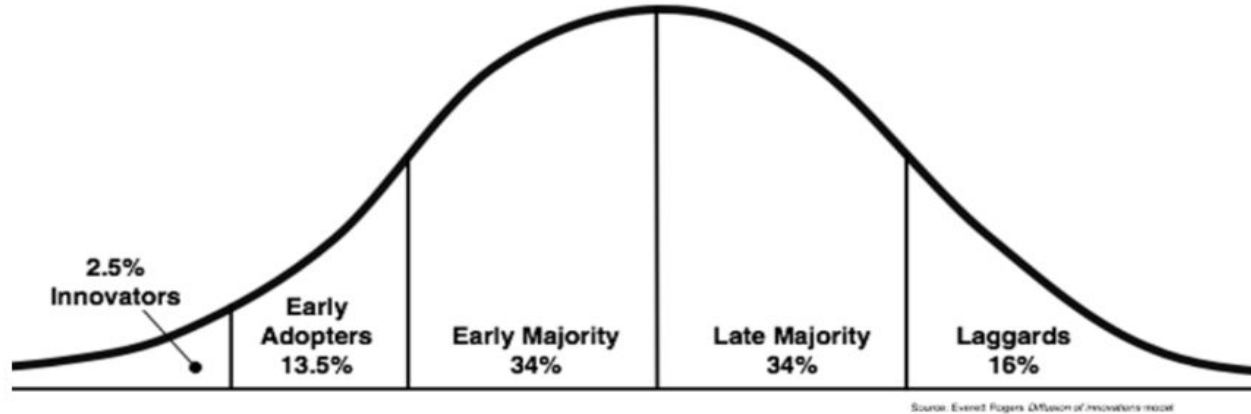
Today's activists believe CEOs are more influential change agents than politicians

7/28/20



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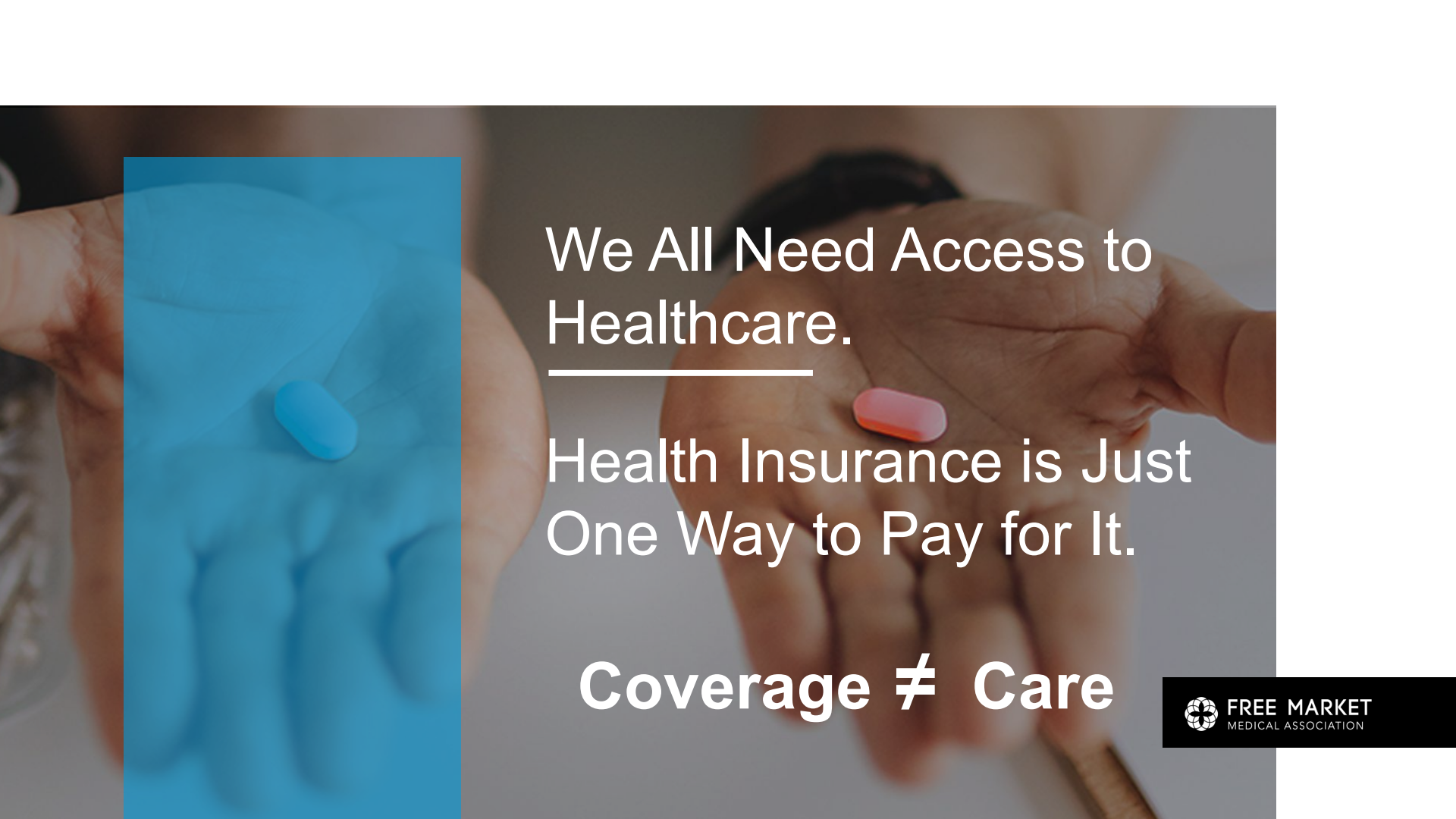
Diffusion of Innovation Theory



Why CEOs?

- Corporations pay 82% of employee health insurance premiums
- Employers believe the cost of health benefits are excessive.
- Healthcare is a core business issue
- They are desperate for new solutions





We All Need Access to
Healthcare.

Health Insurance is Just
One Way to Pay for It.

Coverage \neq Care



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The Free Market Medical Ecosystem Benefits CEOs

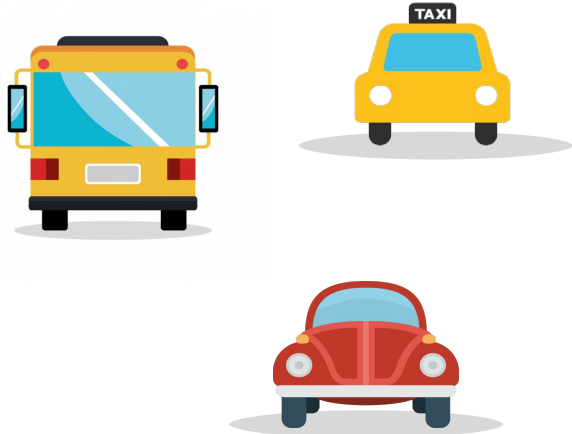
- Competition
- Price transparency
- Reduced healthcare costs
- Employee access & engagement



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Sharing Impact on Transportation

2005



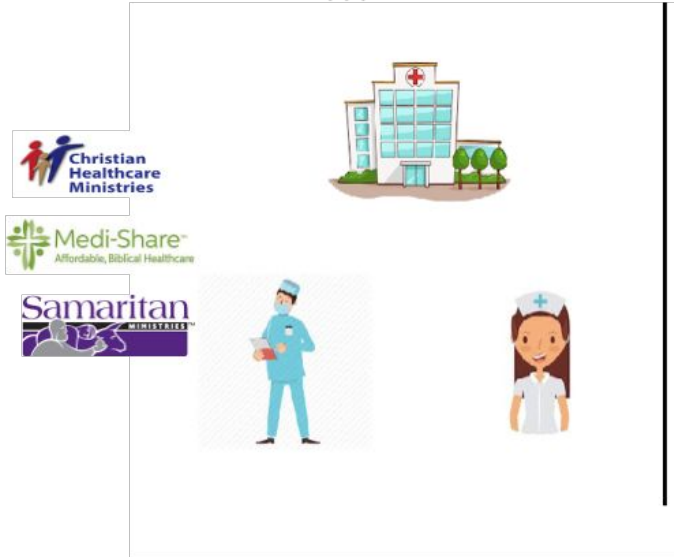
2021



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Same Thing is Happening in Healthcare

2005



2021



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VISION

The Cure for Healthcare =

A movement of CEO's

The Cure for Stagnant Wages =

Put healthcare and dollars back in
the hands of the people



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Transformation doesn't Happen in a Vacuum

- Partnerships are crucial
- Influential stakeholders drive adoption, disrupt the status quo
- CEOs at the confluence of free-market, innovation and regulation



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Partnerships Make the Vision Reality...

Design	Design a pilot research project that attracts significant participation
Prove	Prove through research that free market experimentation produces easier access, higher quality and lower cost
Fuel	Fuel a grassroots movement bringing doctors and patients together in a transparent fashion
Provide	Provide the numbers needed to fuel political impetus and reform, even within the current political climate.



The background of the slide features a close-up photograph of two hands. The left hand, which is partially covered by a blue semi-transparent overlay, holds a single blue pill. The right hand holds a single pink pill. The overall image has a soft, slightly blurred quality, emphasizing the pills held in the palms.

Mobilize CEOs for Greater Impact

- Fire the system
- Be personally involved
- Draw in others
- Spread the word
- Take some risks



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A background image showing two hands, one holding a blue pill and the other a pink pill. The image is overlaid with a blue-to-red gradient. The text "There is a Better Way to Pay for Healthcare" is centered in white.

There is a Better Way to Pay for Healthcare



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