

# Coalition Members Mobilize to Strengthen Medicare Advantage During 2022 Rate Notice

The Coalition for Medicare Choices (CMC) is a national grassroots organization of more than **2 million** Americans who are covered by Medicare Advantage. With members in all 50 states, plus the District of Columbia and Puerto Rico, we're working together to protect and strengthen Medicare Advantage for the nearly 30 million Americans who rely on it every day for high-quality, affordable health care coverage.

During this year's rate notice period, our Coalition members mobilized to protect and strengthen Medicare Advantage through meetings with bipartisan Congressional leaders and Administration officials, emails to lawmakers, positive media attention for Medicare Advantage, third-party stakeholder engagement, and sharing their personal stories about the impact of Medicare Advantage.



## Bipartisan Congressional Support

Earlier this year, **409 Members of Congress** signed onto bipartisan letters in support of Medicare Advantage.

Thanks to the overwhelming support of Congressional champions and the Administration's final rate notice, Medicare Advantage will be even stronger for the nearly 30 million seniors and individuals with disabilities who rely on the program for better services, better access to care, and better value.

## Engaging Congress and the Administration



Coalition members sent more than **187,000 emails to their Member of Congress and the Biden Administration** on behalf of Medicare Advantage.



Coalition members participated in more than **50 meetings** with Members of Congress and their staff.



2 Coalition members participated in a **virtual Hill briefing on Medicare Advantage** to highlight their personal experiences with Medicare Advantage.



Coalition members met virtually with **officials at the Centers for Medicare & Medicaid Services (CMS)** to discuss the value of Medicare Advantage.



Coalition members engaged **34 Members of the Congressional Tri-Caucus** to demonstrate the value of Medicare Advantage for minority communities, resulting in **19 meetings** with lawmakers and their staff.



Medicare Advantage advocates in California representing faith groups, minority communities, local elected officials, and health care organizations sent a letter to **Secretary of the Department of Health and Human Services Xavier Becerra**.

## Elevating Positive Medicare Advantage Stories

- Coalition members published **61 earned media pieces across 85 publications**.
- **29 radio interviews** completed by CMC spokesperson.
- **2 TV appearances** featuring CMC spokesperson.
- **Together, CMC earned media hits reached a total audience of over 35.5 million nationwide**.
- Coalition members and advocates shared **80 posts about the value of Medicare Advantage** on their social media platforms, often tagging their Member(s) of Congress, including 17 posts by third-party groups.
- CMC worked with bipartisan Members of Congress to **demonstrate support for Medicare Advantage on social media**. 8 lawmakers, including [Sen. Jacky Rosen \(D-NV\)](#), [Rep. Mike Gallagher \(R-WI-8\)](#), [Rep. Haley Stevens \(D-MI-11\)](#), [Rep. Dan Newhouse \(R-WA-4\)](#), posted on their official social media accounts affirming their support of Medicare Advantage.
- **16 Coalition members recorded their Medicare Advantage stories** for video promotion, sharing how their coverage delivers high-quality, affordable care, mental health support, and more.

## Amplifying Medicare Advantage Through Paid Advertising

- CMC ads in the Beltway and nationwide delivered nearly **39 million impressions**.
- Ads drove more than **82,000 clicks to CMC content** across D.C., district, and state audiences.
- In the Beltway, CMC banner advertising targeted Congress and Administration offices across prominent national news sites. Advertising on *WashingtonPost.com* and *CNN.com* drove more than **3.1 million and 1.8 million impressions**, respectively.

## What They Are Saying

In recent meetings with Coalition members, Members of Congress from both sides of the aisle expressed their support for Medicare Advantage:

"I support Medicare Advantage because I know it's the right choice for Arizonans and because so many people in Arizona choose this as their option for health care."

– Sen. Kyrsten Sinema (D-AZ)

"I know how important it is for seniors to have choices when it comes to health care. Medicare Advantage saves the government money and provides better care."

– Rep. Jay Obernolte (R-CA-8)

"Thank you for your personal stories. Medicare Advantage is an important program. I am working to ensure that seniors have access to high quality coverage."

– Rep. Haley Stevens (D-MI-11)

"I am a big fan of Medicare Advantage and will do what I can to be helpful to the program."

– Rep. Mike Gallagher (R-WI-8)

"Your stories help me to understand the issues... But I'll keep fighting [for Medicare Advantage] and I'm very grateful for this meeting. Thank you so much for your time."

– Rep. Teresa Leger Fernández (D-NM-3)

"[I appreciate] the focus on our Hispanic community to ensure access to quality health care, medications and insurance to meet their needs. We hear good things about Medicare Advantage from our constituents."

– Rep. Carlos Gimenez (R-FL-26)

Thanks to these important efforts by our Coalition members during this year's rate notice – and thanks to the Administration and bipartisan leaders in Congress – Medicare Advantage will be even stronger in the future for the nearly 30 million Americans who rely on the program for better services, better access to care, and better value.