

Coalition Members Activate to Strengthen and Protect Medicare Advantage

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 27 million Americans who rely on it every day for high-quality, affordable health care coverage.

This year our Coalition members mobilized to protect and strengthen Medicare Advantage through meetings with bipartisan Congressional leaders and Administration officials, emails to lawmakers, education of over 20 freshman lawmakers, positive media attention for Medicare Advantage, and sharing their personal stories about the impact of Medicare Advantage.

What They Are Saying

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

"I have always continued to support Medicare Advantage. I understand the diverse group of people who use Medicare Advantage...with Medicare Advantage I don't have to thread the needle here. I always support Medicare Advantage."
 – Sen. John Hickenlooper (D-CO)

"I'm going to continue to be a champion for [Medicare Advantage] on the Hill across the board."
 – Sen. Tim Scott (R-SC)

"Our seniors also reported, by and large, that Medicare Advantage coverage of virtual telehealth gave them the peace of mind they needed in the face of the pandemic... The Ensuring Parity in MA and PACE for Audio-Only Telehealth Act (HR 2166), will help to ensure that our seniors who cannot access video telehealth can access care through their phone."
 – Rep. Gus Bilirakis (R-FL-12) in Florida Politics

"...many seniors also lack or are unable to use broadband and video technology. It is equally important for Arizonans, particularly those who rely on Medicare Advantage, to be able to conduct doctors' visits via phone for the medical assistance they need. Audio-only telehealth is vital. That is why I am a proud cosponsor of HR 2166, the Ensuring Parity in MA and PACE for Audio-Only Telehealth Act."
 – Rep. Tom O'Halleran (D-AZ-01) in Pinal Central

"Thank you for reminding me how critical it is that people like you can be here because you got the health care that you deserve."
 – Rep. Tony Cárdenas (D-CA-29)

In meetings with lawmakers, video testimonials, and published earned media pieces, Coalition members also shared their overwhelming satisfaction with Medicare Advantage:



"I don't know of a better health care option than Medicare Advantage. It's affordable, they communicate with you, and make things easy to understand. They cover everything you need, including dental, vision, and hearing, and it's just easy to use."
 – Coalition member Mike Cerbo

"When the time came to get both of my hips replaced, my Medicare Advantage plan took care of me..." It covered the hospital stay, physical therapy, and 25 nutritious meals packed in dry ice during my recovery, all with a minimal out-of-pocket expense... Because of Medicare Advantage, I can continue to work, doing the job I love, having faith in my health care plan that has supported me."
 – Coalition member Cy Shuster

"The Medicare Advantage program as well as the audio-only telehealth bills are critical in supporting retired union members as we make our way out of this health care crisis and back to normal life."
 – Coalition member Dorsey Hager

"Over the last year, Medicare Advantage has prioritized the health of seniors, making necessary changes to not just keep us safe from the virus, but to encourage preventative and routine care. Most notably, the plan shifted to cover virtual doctor and telehealth appointments. While seemingly a simple change, throughout COVID-19, this was critical."
 – Coalition members Larry and Vicki Littell



Bipartisan Congressional Support

Recently, **70 lawmakers from both parties** and representing districts where the majority of eligible seniors choose to enroll in Medicare Advantage came together to support Medicare Advantage, signing a [letter](#) to protect and strengthen the program.

Engaging Congress and the Administration



Coalition members sent more than **56,500 emails to their Member of Congress** on behalf of Medicare Advantage.



Coalition members participated in a **virtual Hill briefing on Medicare Advantage** to highlight the importance of their coverage and audio-only telehealth.



Coalition members participated in **nearly three dozen meetings** with Members of Congress and their staff, including multiple Congressional leadership offices.



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

Amplifying Positive Medicare Advantage Stories

- Over **200 Coalition members** participated in earned media opportunities.
- **99 earned media hits** in total.
- **18 radio interviews** completed across 13 states.
- Reached over **12 million readers and listeners.**
- CMC worked with bipartisan Members of Congress to **demonstrate support for Medicare Advantage and audio-only telehealth.** In recent months, [Rep. Gus Bilirakis \(R-FL\)](#) and [Rep. Tom O'Halleran \(D-AZ\)](#) both published op-eds highlighting audio-only telehealth legislation.
- **14 Coalition members recorded their Medicare Advantage stories** for video promotion, including how their coverage helped them during the COVID-19 crisis, addressing social barriers to health, and more.

Amplifying Medicare Advantage Online

- CMC ads in key districts and states reached nearly **44 million Americans 65+** and delivered over 49 million impressions.
- Streaming audio ads on Spotify and Pandora and video ads on YouTube garnered nearly **1.7 million impressions** and nearly **170,000 video views.**
- CMC advertising in Washington, D.C. delivered over **4.7 million impressions.**
- Ads drove more than **176,800 clicks to CMC content** across D.C., district, and state audiences.

Protecting Audio-Only Telehealth for Medicare Advantage Members



Coalition members activated to **promote and protect audio-only telehealth services** to ensure that Medicare Advantage members who lack access to advanced video technologies can still get the medical care they need.

CMC secured **15 earned media hits** highlighting positive experiences with telehealth services.

Thanks to these important efforts by our Coalition members – and thanks to bipartisan leaders in Congress – Medicare Advantage will be even stronger in the future for the 27 million Americans who rely on the better services, better access to care, and better value that Medicare Advantage delivers.