

## SUMMARY

Our plan is clear: we will continue pushing UnitedHealth Group and all private insurers to **COVER OUR CARE**. Since 2022, the Care Over Cost campaign has been driving powerful strategy and action to hold these companies accountable for their widespread denials of lifesaving care.

We've run a powerful campaign and built strong coalitions with patients, doctors, and nurses to demand that corporations stop denying care.

On Thursday, January 16 UnitedHealth Group announced their 2024 profits. At 9am ET that day, People's Action, along with a cohort of allied groups, demonstrated at the New York Stock Exchange to protest the grotesque profiteering of UnitedHealth on the backs of their policyholders.

### Please Follow & Tag People's Action Institute on Social Media:

- **TikTok** (<https://tiktok.com/@pplsaction>),
- **Facebook** (<https://www.facebook.com/PplsActionInst/>),
- **Twitter** ([@PplsActionInst](https://twitter.com/PplsActionInst)), and
- **Instagram** ([@pplsactioninst](https://www.instagram.com/pplsactioninst))

...as you move things out.

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### Hashtags

#CoverOurCare  
#StopDenyingCare  
#CareOverCost  
#PeopleOverProfits  
#StopDenyingCare  
#YourGreedMakesUsSick

**Livestream link:** <https://www.facebook.com/pplsaction/videos/1120118959300627/>

### Sample Action Tweet Thread:

**Retweet from the People's Action Institute Twitter:** <https://twitter.com/PplsActionInst>

UnitedHealth stole x money from our premiums and tax dollars to pad their pockets. What treatment were you denied that could have been paid for with that money?

**Sample Tweet Thread:**

1. "Who are you? To decide! If we live or if we die!" The fight for healthcare justice is louder than ever. #CareOverCost
2. "UnitedHealth Group is celebrating record profits today—profits built on denied care and stolen tax dollars. We won't stand for it!"
3. 🚨 The NYSE opening bell rings, and so does the truth: UnitedHealth makes billions denying care. Tune in to hear the "CEO" tell us how they do it (hint: greed). #HealthcareForAll
4. Jenn Coffey shares her story: "UnitedHealthcare forced me to choose between fighting to live or signing a DNR." Healthcare should never be a luxury. #CareOverCost #HealthCareJustice
5. Chants echo outside the NYSE:  
"Every claim that you deny, is one more person left to die!"  
UnitedHealth's greed is killing people. We demand change. #StopDenyingCare
6. "We demand UnitedHealth end claim denials and prior authorizations. People deserve the care their doctors prescribe, not excuses from corporations." Our demands are clear! #CareOverCost
7. Healthcare is a human right—not a profit margin. Join us: [careovercost.org](https://careovercost.org). #StopDenyingCare #HealthcareForAll

**Sample Facebook and Instagram Posts**

📢 **LIVE from the New York Stock Exchange** 📢

Today, we're calling out UnitedHealth Group for profiting from our pain while denying us the care we need. Inside the NYSE, they're celebrating record earnings—outside, we're fighting for our lives.


**UnitedHealth stole x money from our premiums and tax dollars to pad their pockets. What treatment were you denied that could have been paid for with that money?**

Jenn, a UnitedHealthcare member, shares:

"UnitedHealth forced me to choose between fighting to live or signing a DNR. No one should have to beg for a life worth living."

**Our Demand: STOP DENYING CARE**

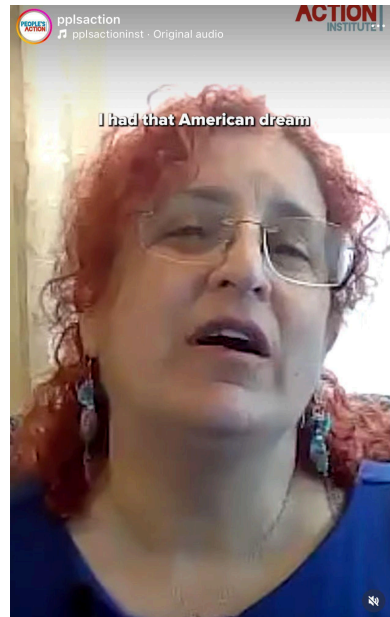
We deserve a healthcare system that works for people, not corporations. Join us in the fight:  
[careovercost.org](https://careovercost.org)

 Chant with us:

"Hey United, listen here! Our demands are very clear!"

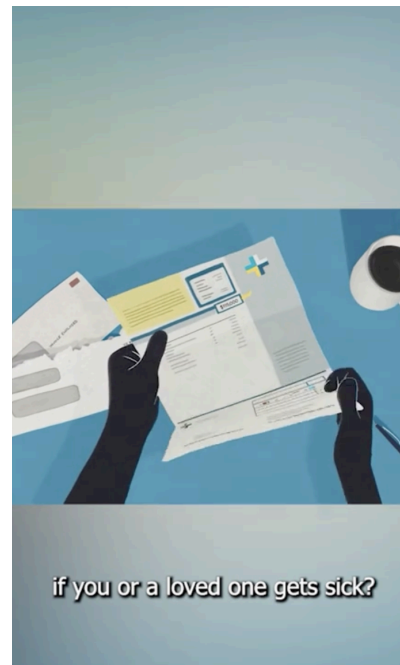
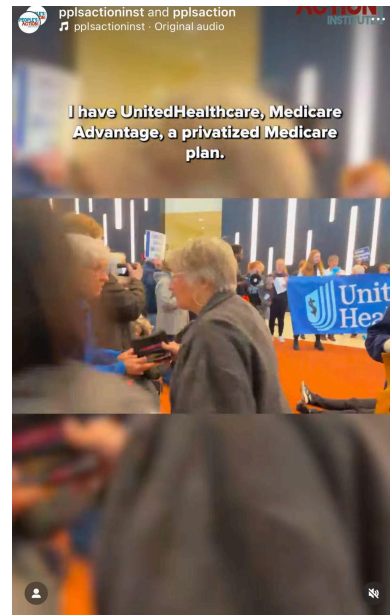
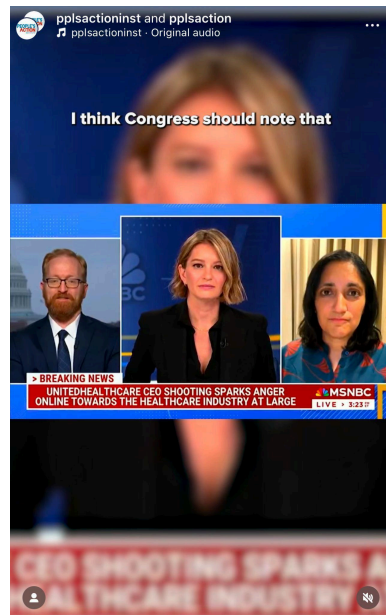
#CareOverCost #NYSEstealings #HealthcareForAll #UnitedHealthDeniesCare

### Videos



# Cover Our Care

## January 16, 2025 UHC Action and Organizing Call Social Media Toolkit



Soapboxx Story Capture Campaign:

[https://stories.peoplesaction.org/question/cost\\_of\\_care](https://stories.peoplesaction.org/question/cost_of_care)



## UHC Graphics

[People's Action UnitedHealth Graphics](#)



## Core Messaging:

- **Show people they are not alone in their pain and anger:**
  - “We’ve been working for two years on the issue of care denials because we believe every person should get care when they need it.
  - “Unfortunately, the research shows that virtually every family in the U.S. has experienced the outrage of having a doctor prescribe a treatment only to have an



insurance company like UnitedHealthcare get in the way. The data shows that these companies deny care through a claim denial or a prior authorization denial

more than 248 million times a year. It's a crisis that touches people of every race, gender, and kind of community, across the political spectrum."

- **Expose who is behind this pain and why:**
  - "At the same time that UnitedHealthcare is denying these claims, they are taking in billions of dollars of profit every year.
  - "And, to make things worse, corporations have too much power in this country, and they're blocking political progress that would help millions, just like they're blocking progress on the epidemic of gun violence, of which this killing was another example. They also control the appeals process, which they make so convoluted and time consuming that fewer than 1 percent of denials ever get appealed."
- **Channel the anger to organizing, not private suffering or violence:**
  - "So when people have this anger, and they see that the systems around them don't deal with the problem, we bring people together to channel this private pain into advocating for constructive policy change in a nonviolent, powerful way.
  - "We're proud of that work, and we will continue that work. If you have been denied care by your insurance company, share your story with us at [careovercost.org](https://careovercost.org). If you have lost someone you care about due to a lack of health care, we are in solidarity with you and invite you to join us to work together for change.
  - We continue to express our condolences to the family of Brian Thompson and all those affected by gun violence."

**Why we have focused on United Health Group::**

- They are the largest health insurance company by revenue/profit on the planet
- They are the 5th largest corporation in America
- They compete (w/ Anthem BCS/Elevance) for insuring more Americans than any other company
- They have been expanding in privatized Medicaid/Medicare - they take 10's of billions (soon likely 100's of billions) in public money.
- They are emblematic of the problem of care denials.
- United took \$22.4 billion in profit in 2023 alone citation [here](#)