

February 2022

**How to Talk About Health Care in 2022:
Americans deserve USA Health Care:
Universal, Simple, Affordable**

The USA Health Care Project was created by a group of health care advocates seeking to change how Americans talk about health care.

Context

2022 will be an important year in American political history. While health care may not be one of the top issues this year, it has been important for the last three decades. We need to talk about health care with words that people will feel in their hearts and understand in their minds. **USA, Universal, Simple, Affordable**, is a better way to talk about health care. *Our survey research demonstrates this acronym is popular, easy to understand and easy to remember.*

Brief Presentation Template

Introduction

Most Americans realize that our health care “system” needs improvement. We all suffer because our health care is:

- NOT Universal
- NOT Simple
- NOT Affordable

In other words, American health care is not USA

What does USA mean?

Universal

- Everyone included at all times
- All necessary services
- Freedom of choice on where to get care

Simple

- User-friendly and transparent
- Understandable paperwork and bills
- Better communication among providers

Affordable

- Fair prices, no price-gouging
- No financial barriers to care
- Eliminate high deductible insurance “products”

How USA fits together

To make health care affordable, we must make it universal and simple.

Americans spend twice as much on health care as citizens of other prosperous nations. Health care makes up nearly one-fifth of our economy, which is more than enough to support Universal, Simple, and Affordable care without an increase in taxes. *We need to spend health care dollars more wisely and introduce a fairer system of funding.*

USA is compatible with a variety of policy proposals

A wonderful thing about the Universal, Simple, and Affordable triad is it fits with many different policy approaches. USA is a yard stick with which to measure our progress. Whatever we do should move us closer to Universal, Simple, and Affordable.

Why has Universal, Simple, and Affordable care been so hard to achieve?

The political and economic power of those who financially benefit from high prices and complex systems and a fear of change, powered by those prospering from the current system.

Opinion Poll Findings demonstrating the popularity of USA

In September 2021, we conducted a survey of 252 Americans who self-identified as Republicans. Previous surveys of liberals showed even stronger support for the key findings. *For a longer summary, click [here](#)*

Universal Simple Affordable Health Care

- 70% think healthcare should be universal
- 95% think it should be simple
- 99% think it should be affordable
- 87% think USA is a useful way to talk about health care
- 80% think making health care Universal, Simple, and Affordable would help their families.

Money and Health Care (less frequent answers omitted)

- 70% think the US can afford to provide high quality healthcare for all
- 70% think the way we currently fund health care is poor or awful

Freedom and Health Care (less frequent answers omitted)

- 50% want the freedom to make life decisions without worries about losing coverage or facing bankruptcy
- 28% want the freedom to choose doctors and clinicians they trust

Barriers to Change (less frequent answers omitted)

- 56% fear paying more and/or getting less
- 30% see the political and economic power of for-profit companies and professional associations as the biggest barrier to change

When you talk about health care, think about USA,
Universal, Simple, Affordable.

When others talk about health care, ask them how they will make it Universal,
Simple, and Affordable.

**USA Health Care
The Health Care we want.
The Health Care we need.
The Health Care we ALL deserve.**