How to Win with the Business Community

With Wendell Potter

November 5, 2022
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CONSUMER-DRIVEN HEALTH PLANS

A.K.A.

HIGH DEDUCTIBLE HEALTH PLANS

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**DISINTERMEDIATION**

noun
ECONOMICS

1. reduction in the use of intermediaries between producers and consumers, for example by investing directly in the securities market rather than through a bank.
2. In other words, getting rid of the middleman.
STOCKHOLM SYNDROME

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Business Roundtable
U.S. Chamber of Commerce
State and Local Chambers of Commerce
National Federation of Independent Business
Disdain of taxes and regulations.

Distrust of the government in general.

"Just look at the DMV!"
Habit 5: Seek First To Understand, Then To Be Understood
EMPATHETIC COMMUNICATION

Words to avoid (at least initially)

- HEALTH CARE IS A HUMAN RIGHT
- SINGLE-PAYER
Health Insurance Companies Suck!

What Doesn’t Suck?

Universal Health Care, Lower Costs, Better Quality

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