

# **HOW TO WIN WITH THE BUSINESS COMMUNITY WITH WENDELL POTTER**

November 5, 2022





## **HOW TO WIN WITH THE BUSINESS COMMUNITY**

**November 5, 2022**





**CONSUMER-DRIVEN  
HEALTH PLANS**

**A.K.A.**

**HIGH DEDUCTIBLE  
HEALTH PLANS**

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# DISINTERMEDIATION

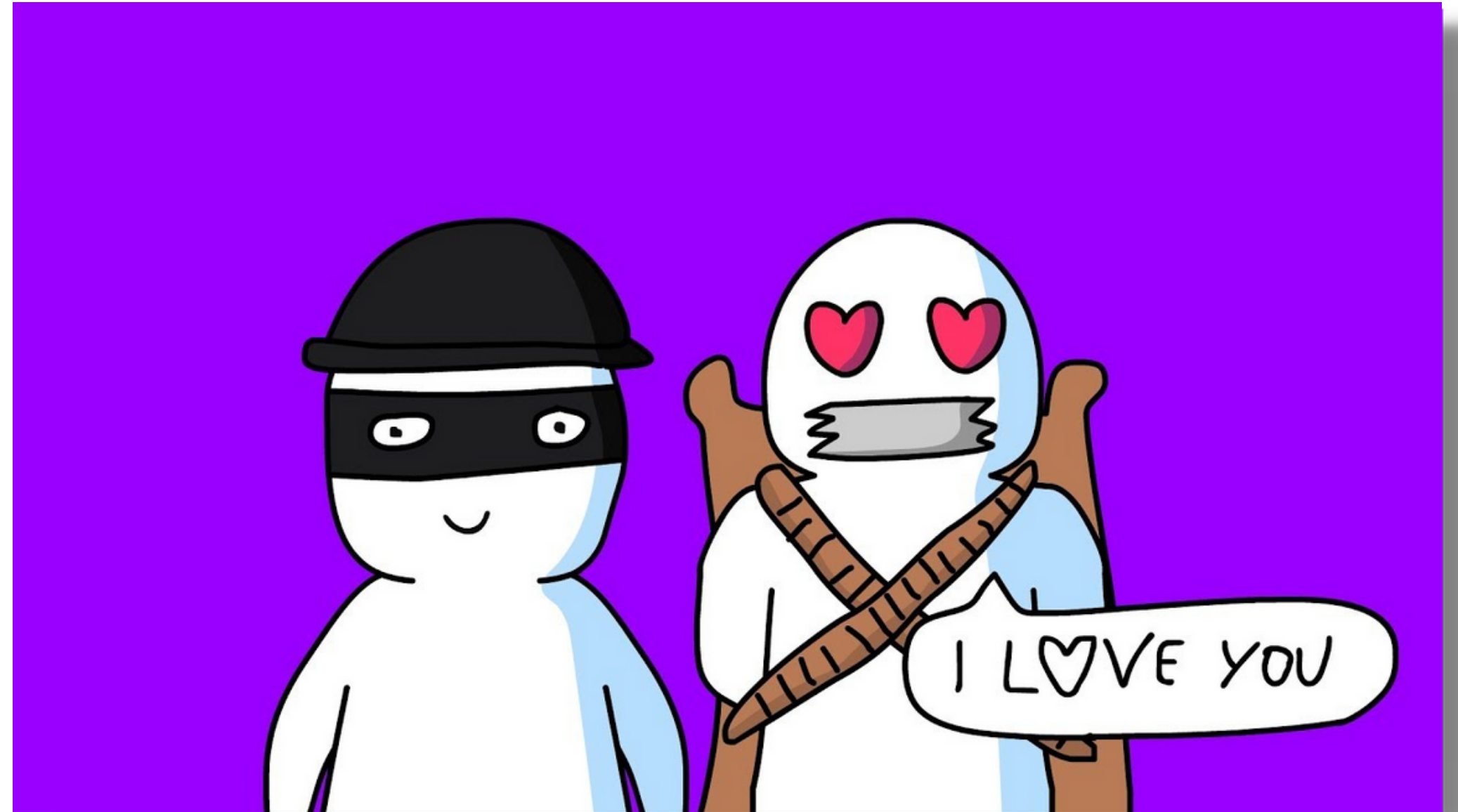
noun

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**

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**Disdain** of taxes and regulations.

**Distrust** of the government in general.

"Just look at the DMV!"



The 7 Habits of Highly Effective People

Stephen R. Covey

**HABIT 5: SEEK FIRST TO UNDERSTAND,  
THEN TO BE UNDERSTOOD**

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## **EMPATHETIC COMMUNICATION**

Words to avoid (at least initially)

- **HEALTH CARE IS A HUMAN RIGHT**
- **SINGLE-PAYER**



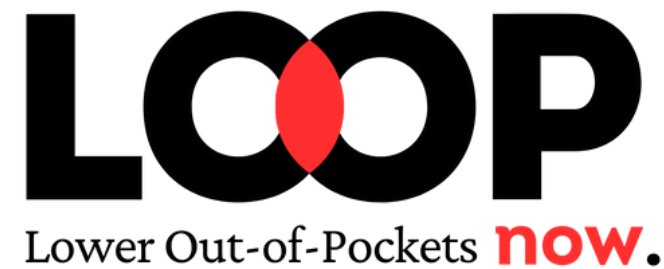


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CENTER FOR  
HEALTH &  
DEMOCRACY



AMERICAN  
HOSPITALS  
HEALING A BROKEN SYSTEM

Wendell Potter NOW  
on  substack

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