

# THE AMERICAN HEALTHCARE SYSTEM AND MEDICARE FOR ALL

## Language Guidance:

SAY THIS...	...AND NOT THIS
Government health insurance system	National health insurance plan
New government health insurance system	
One-size-fits-all / government-controlled	Single-payer / socialist / government-run
Unaffordable "Proposals we can't afford" "Unaffordable proposals"	Expensive / costly
Working families	Middle-class families
Proposals or systems	Plans or ideas
Politicians	Washington, government, or bureaucrats
Families "American families" "Working families" "Your family's healthcare"	(you and your) "Your coverage" "Your healthcare"
"Threaten coverage" "Put coverage at risk"	"Wrong for families" "Eliminate your coverage"
Double everyone's income taxes	Triple everyone's payroll taxes
Cost \$32 trillion in higher taxes over the over the next decade	60% increase in government spending
Provide affordable, high-quality coverage for every American	Universal coverage
Fix programs at risk like Medicare so we can honor our commitment to our nation's seniors	We do not support Medicare
Focus on expanding free market coverage options like the kind most Americans get through their job	
Maintain and strengthen the quality of coverage provided through Medicaid	We support Medicaid expansion
Every American deserves access to affordable, high quality coverage	
We need to lower healthcare costs for every American	Healthcare is a basic human right
Lower healthcare costs for all Americans	
Make healthcare more affordable for all Americans	Address high costs
Build on what is working and fix what is broken	Protect / expand what is working
Expand programs already at risk / slippery slope to a government insurance system	Disrupt our healthcare system
Presidential candidates	Democratic presidential candidates
Presidential debates	Democratic presidential debates