

THE AMERICAN HEALTHCARE SYSTEM AND MEDICARE FOR ALL

Language Guidance:

Say this...	...and not this
We all know our healthcare system is broken, but Americans have more choice and control over their care than anywhere else in the world. Let's improve what's working, and fix what's broken.	Our current healthcare system isn't perfect. We've made a lot of progress. Protections for pre-existing conditions and more access. Let's build on what's working, not throw it out.
We've made progress expanding coverage, but we must do more to improve the system for every American.	In 2010, the country moved forward expanding coverage and bringing down costs.
Americans deserve access to affordable, quality care.	Americans believe we all deserve access to affordable healthcare.
We should improve what's working and fix what's broken.	We should keep what's working and fix what isn't.
You should be able to keep your choice of coverage.	You should be able to keep your coverage.
Let's take politics out of healthcare.	Government can't be trusted.
Personal healthcare decisions should be made by patients and their doctors – not politicians and bureaucrats.	Government might be good for lots of things, but when it comes to my healthcare, let's leave that to you and your doctor.
Medicare for All would mean a \$3 trillion tax increase every year on all Americans.	Medicare for All would mean a \$32 trillion tax increase over the next decade on all Americans.
Let's work together to improve what's working and fix what isn't.	Let's improve what we have today. Let's fix healthcare together.
Medicare for All will mean you'll lose choice and control of your coverage.	Medicare for All will mean you lose your current plan.
You should be able to keep your choice of coverage.	You should be able to keep your coverage.
We should improve what's working and fix what's broken.	We should keep what's working and fix what isn't.
Building on what works is how we'll expand access to high-quality care.	Building on what works is how we'll achieve the healthcare future we all deserve.
...eliminating your choice of employer-provided coverage.	..losing/taking away your employer-provided coverage.

The Most Effective Statements that Highlight the Dangers of Medicare for All

- "Medicare for All would mean your income tax could double."
- "Medicare for All would cost more than the U.S. government spent on the military, healthcare, social security, and other entitlement benefits combined last year."

Impactful Taglines

- "One size does not fit all."
- "Your care, your choice."