

What is the Personal Option?

The Personal Option is AFP's national health care campaign for state and federal initiatives, messaging and education. The Personal Option puts patients in the driver's seat of their healthcare and is the superior alternative to the "Public Option" or "Medicare for all."

The Personal Option provides candidates, lawmakers and activists health care solutions that will tangibly improve people's lives. Additionally, it allows us to be FOR health care solutions and lead on driving the solutions that fix what's broken in health care today.

What does the Personal Option do?

- At the federal level, the Personal Option entails increasing access to health savings accounts,, direct primary care, ending dishonest billing and eliminating arbitrary regulations plaguing the health care market, such as the ACA's ban on physician-owned hospitals.
- At the state level, the Personal Option means repealing outdated certificate of need laws, removing needless barriers to telehealth, and enabling skilled nurse practitioners to treat patients across state lines.

The Personal Option puts people back in charge while saving them money and improving their health.

A Winning Plan and Message.

Americans don't want to double down on the exact same sort of bureaucracy that helped cause these problems in the first place, whether it's called "Medicare for All," a "Public Option," or something else. Surveys show the more that people learn about how these proposals would impact them and their families' own health care, the less they like them.

- 66% of Americans support the Personal Option compared to just 34% who support single payer healthcare (aka "Medicare for All").
- 61% of Americans support the Personal Option compared to just 39% who support a so-called "public option" plan.
- Two thirds of voters say there should either be less government control of our health care system (43%) or that the current level of government control is about right (24%).
- 67% of Americans say that healthcare is very personal, so they should be able to choose the health care coverage that's right for them. Just 33% say healthcare is a public responsibility, so every American should be enrolled in the same government plan offering the same coverage.
- 69% of Americans say that medical professionals in the community have the health care opinions that matter most. A reminder that medical professionals are the most trusted voices on healthcare.



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- Just 24% of Americans believe that we should end private health insurance and move everyone into a government-run plan; 47% prefer to fix what's broken and keep what works.

Words that Work.

A government takeover of health care, like Medicare for All or a so-called Public Option, would make things worse.

We do not need to build a new health care system from scratch – we need to keep what works and fix what is broken.

Personalize. Individualize. Humanize. Health care is personal, so people should be able to choose the health care coverage that is right for them.

Whomever controls most of the dollars spent on health care will control health care. (Think golden rule – he who has the gold makes the rules.) For families to have more control over their health care; they must have more control over the dollars they spend on health care – not insurance companies or government bureaucrats.

The Personal Option offers Americans more flexibility and trusts people to make their own decisions about their health care, from insurance coverage to innovative new treatments and therapies.

It's all about choice and control – who people trust with the important decisions about their health care. We should be empowering doctors, nurses, and health care innovators, not government or health insurance bureaucracies.

Conclusion:

Americans want health care independence and more control over their own health care choices. The Personal Option puts people back in charge while saving them money and improving their health. Americans for Prosperity is committed to working with anyone to enact these broadly popular reforms into law.

Let's Talk:

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