

IAM Retirees Conference

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Senior Voters: Problems and Paradoxes

- Retirees will vote with force in November, 2010
- Retirees are the most skeptical and least aware of what is in the new health law



Senior Voters

- In 2006 midterms, 41% of eligible voters turned out
- Senior turnout was 20% higher
- 2006 65+ turnout by state

AZ	65%	NH	63%
FL	61%	OH	69%
NV	59%	PA	58%



Quinnipiac Poll

July 21, 2010

Voters 55+

- 45% 37% - Generic House Republicans
- 54% 39% - Disapprove of Obama's Handling of Economy
- 54% 36% - Obama does not deserve reelection
- 52% 32% - Negative toward the Democratic Party
- 38% 38% - Obama has been a better President than Bush



Gallup Poll

August 23-29 Tracking

- Republicans hold 10% edge over Democrats in “generic ballot” test – 51% to 41%
- Largest Republican margin in the 68-year history of the poll
- Republican voters are twice as likely as Democrats to be “very” enthusiastic about voting this year



Solution

- Educate seniors on the benefits of health reform
- Pivot to Social Security



New Health Law

Dispute the Inaccuracies

- Retirees most skeptical
 - “Death panels”
 - “Cuts to Medicare”
 - “My benefits will be taxed”
 - “Health care will be rationed”
 - “Deficit spending will increase”



Lack of Knowledge or Misinformation

- New NCOA/Harris survey demonstrates majority of 65+ are “only somewhat” or “not at all” familiar with the law
- Seniors are not only **unfamiliar** with the new law, they are **unsatisfied** with information received about the law



Educate Seniors on Benefits of Health Reform

- Expands coverage to 32 million Americans
- Completely paid for
- Reduces the deficit by \$143 billion over 10 years and over \$1 trillion in second decade
- Extends Medicare solvency by 12 years



Educate Seniors on Benefits of Health Reform (cont'd)

- Begins closing the “doughnut hole” in Medicare Part D
 - \$250 rebates, 50% discount for brand-name drugs & government subsidy for generic drugs, closure of hole by 2020
- Preventive services and improved care
 - Eliminates co-pays for Medicare preventive services such as annual check-ups and cancer screenings
- Medicare Advantage
 - Ends wasteful taxpayer subsidies to the private insurance companies running Medicare Advantage



Educate Seniors on Benefits of Health Reform (cont'd)

- Helps early retirees (55-64)
 - \$5 billion reinsurance fund to assist employers who provide health benefits to early retirees
- CLASS Act
- Cuts Medicare fraud & abuse



Provisions Effective Immediately

- Ends rescissions or dropping individuals when they become ill
- Bans lifetime limits on coverage
- Bans restrictive annual limits on coverage
- Prohibits discrimination against children with pre-existing conditions
- Extends coverage for young people up to 26 birthday through parents' insurance



Knowledge = Power

- The more seniors (and the general public) know about the new health law, the more supportive they are of it.



Pivot to Social Security

- Powerful, effective and more straightforward issue for senior voters
- Core part of member outreach & education this fall

