Opening doors to a better future.
HCFA seeks to create a consumer-centered health care system that provides comprehensive, affordable, accessible, culturally competent, high quality care and consumer education for everyone, especially the most vulnerable among us. We work to achieve this as leaders in public policy, advocacy, education and direct service to consumers in Massachusetts.
Dear Friends,

It has been 30 remarkable years since volunteers, patients, public servants and everyday citizens banded together to form Health Care For All – laying the groundwork for three decades of vital reforms which have provided health insurance coverage for millions.

*Health care is a human right.* That is the core belief guiding Health Care For All’s work, every day. This mandate sent us into underserved communities to discuss health care options available for individuals and families. We connected face-to-face and by phone with thousands of Massachusetts residents struggling to get and/or keep their access to health care coverage.

Massachusetts is home to many diverse communities, and we are committed to addressing language barriers that might complicate access to coverage. Offering enrollment assistance in people’s first language is vitally important to success. Thanks to the collaborative efforts of valued friends, providers and community groups, Health Care For All signed people up for health insurance in languages we haven’t been able to before, including Khmer, Vietnamese, Chinese and Polish.

Health Care For All is privileged to lead the way toward a more patient-centered health care system, as we fight to provide health coverage for all in Massachusetts. While we have a great deal to celebrate, there is still work to be done. Join us as we focus on the cost and quality of the care we receive, as we push to ensure that prescription drugs are affordable, and as we demand that the health care system deliver team-based care – with patients as the captains. We have an exciting 30 years ahead of us!

Amy Whitcomb Slemmer, Esq.
Executive Director

Stephen E. Gorrie
Board President
Health Care For All went directly to consumers’ homes to inform them about the enrollment options available to them under the Affordable Care Act. In partnership with the Health Connector, we ran a door-knocking campaign that took us to 57,000 residences for the first open enrollment period under the Act.

When the second open enrollment period started, we set a goal of knocking on 200,000 doors. We brought more partner organizations on board, deployed over 100 canvassers, and equipped teams with materials in 11 languages. Efforts surpassed expectations: We reached more than 430,000 households.

Collaborating with five chambers of commerce, Health Care For All’s Community Education Project informed more than 3,000 small businesses about their health insurance options, including providing them with informational materials for their employees.
Covering the Commonwealth

Health Care For All is a trusted partner for technical assistance, training and education for consumers, health care providers and other organizations. We provided up-to-the-minute information about best practices and new developments in Massachusetts health care systems and programs.

HCFA updated training curriculums for each phase of the open enrollment period, integrating user feedback and including tips on how to best help consumers fill out the new online and paper insurance applications.

Our community organizing efforts led to the creation of a Rapid Response Network, a web of individuals and organizations committed to protecting the rights and benefits that our communities have already secured. We expanded our Leadership Team, a select group of consumer leaders who meet monthly to support HCFA’s legislative priorities, identify new critical needs and inspire their peers to action.

With our Connecting Kids to Coverage Project, HCFA staff attended more than 300 ethnic community events, health fairs, family festivals, resource fairs, prevention fairs and other strategic gatherings.
When Health Care For All heard from our consumer-activists that rising co-payments and deductibles were becoming obstacles to good health care, we knew we had to act. Cost-shifting is forcing patients to face tough decisions about how often they take their medications. Our solution is to exempt key medications from co-payments and deductibles.

In 2014, we drafted legislation to limit out-of-pocket expenses and held a Lobby Day in support of the bill, laying the groundwork for future success.

HCFA redoubled efforts to restore essential dental benefits to Massachusetts residents. We hosted community forums, engaged consumers and lobbied legislators to restore oral health benefits. Our work, along with the efforts of legislative champions State Representative John Scibak (D-South Hadley) and State Senator Harriette Chandler (D-Worcester), bore (healthy!) fruit. Adult dentures are now covered for MassHealth members.

This was a major win for adults across Massachusetts and for HCFA's Oral Health Advocacy Taskforce, which continues to work toward full reinstatement of dental benefits.

HCFA enhanced the capacity of our HelpLine to assist callers with disabilities. HCFA was chosen by our partner organization, the Massachusetts Disability Policy Consortium, to house the state's new One Care Ombudsman office. One Care is a joint Medicare-Medicaid initiative to coordinate care for individuals with disabilities who are uniquely affected by health care disparities. The One Care Ombudsman offers targeted information, education, and advocacy on behalf of individuals participating in the One Care plan.

In the 2015 legislative session, important wins in which HCFA played a key role included the protection of services for MassHealth members and for children – in the face of significant fiscal pressures – and an increase in the Earned Income Tax Credit, which provides low-income working families with much-needed financial assistance.

Governor Baker vetoed funding for the Academic Detailing program, which gives doctors access to unbiased information about prescription drugs. In response to vocal public pressure – including the many friends of HCFA who contacted their legislators to support the program – the House voted to override the Governor’s veto, and the Senate followed suit.
Health Care For All works to address health disparities among racial and ethnic minority groups through media campaigns targeting individuals and families with limited English proficiency. HCFA launched educational media campaigns highlighting families and individuals who benefited from high-quality, affordable health insurance.

With our Back-to-School Campaign, we mobilized parents to enroll their children in a health insurance plan as they returned to school. Our Health-O-Ween Campaign reminded parents that the best treat a child can receive is health insurance!

During Open Enrollment 2014-2015, we conducted our largest statewide ethnic media campaign to date. The goal was to empower community members to take the first step toward better health by getting themselves and their children enrolled in coverage. The campaign message was seen and heard more than 1.5 million times in seven languages, increasing enrollment numbers and call volume to HCFA’s HelpLine.

For two weeks in June of 2015, Health Care For All’s message about the need for many MassHealth members to renew their coverage in advance of a June 30th deadline blanketed the state in nine languages, including Spanish, Portuguese, Cape Verdean Kriol, Haitian Creole, Khmer (Cambodian), Vietnamese, Chinese, Polish and English.

HCFA worked with more than 90 print, radio and TV outlets, small and large, in every corner of Massachusetts. Over the course of the outreach campaign, HCFA HelpLine counselors handled more than 2,200 calls from state residents needing to renew their MassHealth coverage – or sign up for the first time. The campaign was made possible by generous financial support from the Blue Cross Blue Shield of Massachusetts Foundation, BMC HealthNet Plan, Tufts Health Plan Foundation and Neighborhood Health Plan.
Health Care For All’s work was highlighted in a Time magazine feature article that tagged Massachusetts as one of the best places for health care in America.

“Hannah Frigand hears the relief in people’s voices every day when they call in to the Health Care For All HelpLine she manages. ‘Having access to care allows people to breathe and feel a sense of security, and that’s made all the difference in Massachusetts,’ she says. ‘And that’s what makes Boston the healthiest city.’ ”

– Time Magazine
Making a Difference Together

HCFA believes that patients should be at the center of their care.

Patient and Family Advisory Councils (PFACs) give a voice to patients and their families and improve the quality, affordability and accessibility of patient care. PFACs are patients, families and staff who work with a hospital or clinic to improve both care and the patient/family experience of care. HCFA’s 3rd annual Patient and Family Advisory Council Conference took place in the spring of 2015 in Worcester. PFAC members from across the state, representing more than 60 hospitals and clinics, gathered for a day of learning, sharing and networking.

Former State Senator Richard Moore (D-Milford) and State Representative Denise Provost (D-Somerville) were honored for their important work in advancing patients’ rights in the Commonwealth.

“Patients and families must be active in their own health care. From my perspective, your voices are essential to improving health care access, quality and outcomes.”

– Marylou Sudders
Massachusetts Secretary of Health & Human Services

“Achieving the goal of the right care in the right place at the right time, every time, is only possible in partnership with patients and family members.”

– Jim Conway, keynote speaker, Harvard School of Public Health and former Senior VP, Institute for Healthcare Improvement
In April of 2015, more than 500 supporters joined together at the Westin Copley to kick off Health Care For All’s 30th Anniversary Campaign at our “For The People” celebration. HCFA honored Cumberland Farms CEO Ari Haseotes for expanding health coverage to over 1,500 members of the Cumberland Gulf Group. Also honored was United Neighbors of Fitchburg, which received HCFA’s 3rd Annual John Auerbach Community Leader Award.

“We organized the largest ethnic media campaign in the history of Massachusetts and instead of knocking on 200,000 doors, we knocked on 430,000 across the state!”

– Mac D’Alessandro

For The People
“For many, it will be the first time they have ever seen a doctor or that their child has ever seen a dentist. We like to be the last call a person has to make. That means the world to us.”

– HelpLine Counselor Ly Nguyen

“What if I hadn’t had health care coverage? What if I hadn’t been able to find the right doctor in the right hospital? Health Care For All works to ensure that every kid has access to good health care when they are in trouble. I’m living proof of that.”

– Lev Goldman
Health Care For All By the Numbers

HELPLINE STATISTICS JANUARY 1, 2014 - JUNE 30, 2015

HelpLine calls: 32,520

Number of applications completed by the HelpLine

772

1,878 individuals enrolled

594 children enrolled

HelpLine calls:
- English calls: 58%
- Portuguese calls: 20%
- Spanish calls: 20%
- Other languages: 2%
## FY 2015 Expenses and Revenue

### EXPENSES

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>EXPENSES</th>
<th>%</th>
<th>DEPARTMENTS</th>
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<tbody>
<tr>
<td>Consumer Engagement</td>
<td>$3,245,334</td>
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<td>outreach &amp; enrollment</td>
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<td>Cost &amp; Quality</td>
<td>$561,565</td>
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<td>Operations</td>
<td>$506,885</td>
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<td>Access</td>
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### REVENUE

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<tr>
<td>Grants</td>
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<td>Gifts and events</td>
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<td>Fee and Interest Income</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$4,607,412</strong></td>
<td><strong>100.00%</strong></td>
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Donors

**GIFTS OF $25,000+**
- Massachusetts Teachers Association
- Partners HealthCare

**GIFTS OF $10,001 - $24,999**
- Blue Cross Blue Shield of Massachusetts
- Boston Children's Hospital

**GIFTS OF $5,000 - $10,000**
- Abbvie
- John Auerbach and Corby Kummer
- Baystate Health
- Boston Medical Center HealthNet Plan
- Butler-Dearden Paper Service, Inc.
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- CROSSMARK
- Cumberland Farms
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JULY 1, 2015 – JUNE 30, 2016

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Executive Director, Health Care For All

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Kate Villers
President, Community Catalyst, Inc.
Friends,

It is an exciting time to be engaged in health care reform in the Commonwealth.

In the coming year, we will deploy our dedicated team of organizers and counselors to communities most in need of health insurance enrollment assistance. We will work to integrate oral health care into overall health care. We will fight to reign in prescription drug prices, and we will campaign to bring transparency to our health care system that informs and engages consumers.

As Health Care For All celebrates its 30th anniversary, you will see us protecting MassHealth and defending the state’s unique programs providing health care for vulnerable people, including people with disabilities. We will be out front, leading efforts to revolutionize the way patients and health care providers receive and provide care.

We look forward to the journey ahead – with Massachusetts again at the vanguard of health innovation and reform, as we move closer to the reality of health care for all.

Amy Whitcomb Slemmer, Esq.
Executive Director
Opening doors to a better future.

Celebrating 30 years of health care advocacy

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www.hcfama.org