

Principles of Health Care Reform

Why has the health of my poor people not been restored? Jer. 8:22

Health is a fundamental human right. . . . it should be equally available and accessible to all. – Imam Sa’dullah Khan, Islamic Center of So. California



Fear and self-interest defeat social justice in . . . health care reform . . . we must diligently preserve the nature of health care as a shared endeavor. – Lutheran—ELCA

Affordable and accessible healthcare is an essential safeguard of human life, a fundamental human right, and an urgent national priority. – US Catholic Bishops, 1999.

We are all created be’zelem Elohim - in the Image of God – and this makes every human life as precious as the next. -- Rabbi Alexander Schindler, Union of American Hebrew Congregations

Guarantee affordable quality health care for all Californians

God calls us, as people of faith, to ensure justice is given to the weak and vulnerable among us. As costs increase and more workers are being hired temporarily and part time, employment based health care is eroding. Nearly seven million Californians lack health care coverage at some point during the year.

Contain health care costs

Health care costs have skyrocketed over the last few years. Pharmaceutical and insurance companies, two of the most profitable industries in the world, are diverting more and more of our health care spending away from services and toward advertising and profit. It is a moral imperative that we support transparency and stronger oversight to these industries, placing the health of our families over the wealth of the few

Employers and government must join workers in sharing responsibility and risk

We all must stand together to bring healing to our world. Group purchasing of health insurance, prescription drugs, and hospital services can keep health care costs down and minimize the risks to individuals and families. Everyone – employers, the government, and individuals – must work hand in hand to share responsibility and ensure health care for all Californians.

Ensure patient choice and protect the doctor-patient relationship

Medical decisions should be made by patients and their health care providers, free of interference from HMOs and insurance companies. We support patients’ freedom to select- and keep - their own doctor so they have access to the care they need and dignity in the process.

Improve the quality of care

Quality care means that an individual receives the right care, at the right time, resulting in the best possible health outcomes. Access to public safety net services must be maintained. In addition, we must ensure that all health care provides for a basic level of medically appropriate coverage.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column

that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be



Caption describing picture or graphic.

sure to place the caption of the image near the image.

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Business Name

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
Email: xyz@microsoft.com

**We're on the
Web!
example.micros
oft.com**

Your business tag line here.



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to re-

fer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a

regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.