End the surprise insurance gap

KY

End Kentucky's Surprise Coverage Gap
Social Media Toolkit

We Need Your Help

Kentucky's insurance companies are forcing doctors and other providers out of their networks, leaving patients with few provider choices, especially during emergencies when they need coverage the most. At the same time, patients are still being charged more in premiums, higher deductibles and cost-sharing that ever before. This insurance coverage gap is leaving patients with hefty surprise medical bills for out-of-network care that they thought would be covered. Insurance companies are protecting their profits, not their patients. Working together, doctors and patients can help Kentucky lawmakers take patients out of the middle and promote a fair solution that will increase transparency, and effectively end surprise billing while ensuring long-term access to quality healthcare.

Sample Tweets and Posts

Kentucky legislators need to hear from you. Below are key hashtags and sample tweets and posts you can use and a table that will help you tag key legislators.

Hashtags

#AccessToCare, #FairCoverage, #EndSurpriseBilling, #PatientsBeforeProfits
#KYpol, #KYpolitics, #KYleg

Sample Tweets:

- [INSERT MEMBER HANDLE] Surprise medical bills are a growing problem. Kentucky needs a comprehensive solution that protects patients and the healthcare system. http://endtheinsurancegap.org/sites/default/files/resources/ky_fact_sheet.pdf #KYpol #EndSurpriseBilling

- [INSERT MEMBER HANDLE] Narrow insurance networks cause surprise bills. Hold insurance companies accountable and put patients before profits. We need a fair, comprehensive solution. #FairCoverage endtheinsurancegap.org

- Patients don't get to choose where & when they need emergency care. Put patients first with a comprehensive, fair solution that ends the coverage gap and surprise bills. [INSERT MEMBER HANDLE] #EndSurpriseBilling #AccessToCare endtheinsurancegap.org

Sample Facebook Posts:

- [INSERT MEMBER HANDLE] Kentucky deserves a comprehensive solution to surprise medical bills. We've got to create a system that works for patients and the providers who care for them by getting patients out of the middle and making insurance companies more transparent. http://endtheinsurancegap.org/sites/default/files/resources/ky_fact_sheet.pdf #KYpol #EndSurpriseBilling #FairCoverage

- Kentucky deserves a comprehensive solution to surprise medical bills and the surprise coverage gaps that cause them. We need [INSERT MEMBER HANDLE] to take patients out of the middle, increase transparency and hold insurance companies accountable. endtheinsurancegap.org #KYpol #EndSurpriseBilling #FairCoverage

- [INSERT MEMBER HANDLE] Kentucky physicians and providers support a comprehensive solution to end surprise out-of-network bills. Let's take the patient out of the middle, boost transparency, and ensure access to care with a fair, comprehensive solution. #EndSurpriseBilling #PatientsBeforeProfits endtheinsurancegap.org

Twitter and Facebook Handles

Using the "@" sign before a lawmaker's Twitter handle or Facebook username will "tag" the lawmaker and notify him or her of your tweet or Facebook post. Alternatively, you may post directly to the lawmaker's Facebook page. Below are accounts for elected officials of Kentucky, including House Republican and Democratic leadership, Senate Leadership, and members of pertinent committees.

End the Surprise Insurance Gap Kentucky Partners – Twitter and Facebook Handles

Name	Facebook Page	Twitter Handle
End The Surprise Insurance Gap	@EndTheSurpriseInsuranceGap	@NoSurpriseGap
Physicians for Fair Coverage		@4FairCoverage

Kentucky Legislators – Twitter and Facebook Handles

Name	Facebook Page	Twitter Handle
Governor Matt Bevin	@GovMattBevin	@GovMattBevin
Lt. Governor Jenean Hampton	N/A	@LtGovHampton
Kentucky Department of Insurance Commissioner Nancy G. Atkins	N/A	N/A
Speaker of the House Jeff Hoover	Jeff Hoover	@SpeakerJHoover
House Majority Leader Jonathan Shell	@JShellKY	@JShellKY
House Democratic Leader Rocky Adkins	https://www.facebook.com/rocky.adkins.10	@LeaderAdkins
Senate President Robert Stivers	https://www.facebook.com/robert.stivers.33	@kysenatepres
Senate Majority Leader Damon Thayer	@SenatorThayer	@damon_thayer
Senate Minority Floor Leader Ray Jones	@SenatorRayJones	@SenatorRayJones
House Banking & Insurance Committee Bart Rowland	https://www.facebook.com/bart.rowland.9	N/A
House Banking & Insurance Committee Scott Wells	@scottwellsforstaterepresentative	N/A
House Health and Family Services Committee Addia Wuchner	https://www.facebook.com/addia.wuchner	@addiawuchner
House Health and Family Services Committee Melinda Gibbons Prunty	@melindagibbonsprunty	@MelindaPrunty
Senate Banking & Insurance Committee Tom Buford	@SenatorBuford	N/A
Senate Banking & Insurance Committee Jared Carpenter	N/A	@JCarpenterKY
Senate Health & Welfare Committee Julie Raque Adams	https://www.facebook.com/Julie-Raque-Adams-238553610004298/	@jrajra
Senate Health & Welfare Committee Ralph Alvarado	@RalphAlvaradoMD	@Alvarado4Senate