



End Massachusetts' Surprise Coverage Gap Social Media Toolkit

We Need Your Help

Massachusetts' 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 than 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 Massachusetts 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

Massachusetts 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
#MApol, #MApolitics, #MAleg

Sample Tweets:

- **[INSERT MEMBER HANDLE]** Surprise medical bills are a growing problem. Massachusetts needs a comprehensive solution that protects patients and the healthcare system. http://endtheinsurancegap.org/sites/default/files/resources/ma_fact_sheet.pdf #MApol #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. #PatientsBeforeProfits 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]** #FairCoverage endtheinsurancegap.org

Sample Facebook Posts:

- **[INSERT MEMBER HANDLE]** Massachusetts 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/ma_fact_sheet.pdf #MApol #EndSurpriseBilling
- Massachusetts needs 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 #MApol #EndSurpriseBilling #PatientsBeforeProfits
- **[INSERT MEMBER HANDLE]** Massachusetts 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 #FairCoverage 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 Massachusetts, including House Republican and Democratic leadership, Senate Leadership, and members of pertinent committees.

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

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

Massachusetts Legislators – Twitter and Facebook Handles

Name	Facebook Page	Twitter Handle
Governor Charlie Baker	@CharlieBakerMA	@MassGovernor
Lt. Governor Karyn Polito	@karynpolitoMA	@MassLtGov
Massachusetts Insurance Commissioner Gary Anderson	N/A	N/A
House Speaker Robert DeLeo	https://www.facebook.com/House-Speaker-Robert-A-DeLeo-401891743246684/	@SpeakerDeLeo
House Majority Leader Ronald Mariano		@RonMariano
House Minority Leader Bradley Jones, Jr	https://www.facebook.com/brad.jones.5832	@RepBradJones
Senate Acting President and Majority Leader Harriette Chandler	N/A	@Sen_Chandler
Senate Minority Leader Bruce Tarr	@SenatorBruceTarr	@SenBruceTarr
House Ways and Means Committee Chair Brian S. Dempsey	N/A	N/A
House Ways and Means Committee Vice-Chair Stephen Kulik	@SteveKulik413	@repstevekulik
House Ways and Means Committee Ranking Member Todd M. Smola	N/A	N/A
Senate Intergovernmental Affairs Chair Sal N. Domenico	@SenSalDiDomenico	@SalDiDomenico
Senate Intergovernmental Affairs Vice-Chair Linda Dorcena Forry	@lindadorcenaforry	@ldforry
Senate Ways and Means Chair Karen E. Spilka	@SenatorKarenSpilka	@KarenSpilka
Senate Ways and Means Vice-Chair Sal N. Domenico	@SenSalDiDomenico	@SalDiDomenico
Senate Ways and Means Ranking Member Viriato M. DeMacedo	@SenatorVinnydeMacedo	@VinnydeMacedo