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To: Carolyn/Ira
From: Christine/Lois
Re: Positive Task Force Stories

As you know Lois and I met last night to discuss positive angles on the Task Force and the process, and work group participants likely to say positive things about their involvement. This memo lays out:

- 1) listing of people, their background, and the likely (or intended) angle of their comments
- 2) list of outside groups that would say good things about consultation, and groups that show how broad our outreach has been (the Native American Dietician's Association-type groups)
- 3) listing of potential negative comments about the process, with suggested counters

~~1) listing of people, their background, and the likely (or intended) angle of their comments~~

1. Listing of work group people

Aarons, Bernie
Berenson, Bob Comes across as a very Marcus Welby-type doctor, still practices, can be counted on to say positive things about the process.

Claxton, Gary As a former insurance commissioner, NAIC person, and AARP person, he has tremendous credibility, and is well-spoken. We thought he'd be the best spokesman from the analytical crowd.

Dewayne, Mary With the HCFA Medicaid bureau, she has been very happy with her involvement on Lois' transition group, and found the breaking out of traditional bureaucratic way of doing things to be a great and refreshing experience. She will obviously have to be less critical of HCFA's standard m.o. to a reporter, but could still tell a "reinventing government"-type story about being asked for her ideas for the first time, etc.

I don't know her - Carolyn

Fahey, Msgnr. Charles As a priest and the head of a study center at Fordham University, his is a novel background for a health care working group, and he is well-spoken and likely to be

positive. ~~(He is also a pro-choice priest, if the abortion issue comes up).~~

Holland, Elaine

Secretary Rielly's person from the Department of Education, she is a loyal and articulate former transition staffer who will be reliably positive with the press. We could probably ask her to focus on the cross-cutting of Departments issue.

Lawler, Greg

We thought that Greg could wear three hats: first, he could focus on his Energy and Commerce experience, and compare Congressional involvement with the administration when he was on the Hill vs. this administration and this process. This is particularly important because we think that many Congressional staff are somewhat disgruntled Secondly, Greg could talk about reform efforts in New Jersey, such as the auto insurance effort, and talk about how tis process did effectively what that process did (assuming there are comparisons). Lastly, Greg could talk about the drafting process, how time-consuming and detailed, etc., mixed with anecdotes likely to be covered-- for example his disk crashing that one late night..

Lefkowitz, Bonnie

HHS Lois thinks we can count on Bonnie to be positive. She's articulate and focused on public health and protection of low-income people, she is very good at saying we need to approach things in a new way; not relying solely on existing programs, but not undervaluing those either.

Margherio, Lynn

Lois thinks, and I tend to agree, that reporters would consider Lynn a good source for a number of reasons: first, she is perceived as Ira's "right hand person", so reporters could be convinced that she is their behind-the-scenes link. Second, having worked with Ira in a different environment, we can feed her the positive Ira stuff we want: "The thing you need to know about Ira is that he's always approached big problems from a clean sheet of paper; he doesn't rely on conventional wisdom and old ideas.."

Lastly, Lois thinks Carolyn or I are likely to sound more facile with press questions, less "wonky", and give talking points for answers, whereas Lynn will have have more

legitimacy since she is less likely to give "right" answers and is more likely to sound like a policy person. (As long as we can convince her not to cheerlead -- I'm convinced neither she or I were quoted in Pearlstien's piece because we sounded unrealistically starry-eyed about our boss).

McLaughlin, Dan

Hennepin County, Minnesota (via NACO)

We think he'd be great: he's good with the press, is here as a county representative, and plans on using this process back in Minnesota since he found it produced results. (He says most "Task Forces" he's been involved with in Minnesota's education system recycle the same people and come up with ideas like "we should do more" and "we should try harder".

Payne, Maryella

We can definitely count on Maryella from Rockefeller's staff to say good things, since Rockefeller is so supportive and his staff so good. We need to explore with Chris whether there are any other people from the Hill who we can also put in this category.

Piccillo, Theresa

Theresa was a nurse who served as a policy assistant. She worked with the economic impacts group, which is kind of an unusual focus for a nurse and I understand she enjoyed. She has a great sense of humor (her invitation to the policy assistant farewell barbecue had cartoon figures saying things like "Your tollgate has been rescheduled for Sunday at 7:00 a.m." and "You need HOW many copies of this briefing book?" She will have good policy assistant stories.

Rader, Anya

Anya is Governor Dean's Deputy Chief of Staff, and one of the key architects of his health care reform effort in Vermont. She, along with six other staff from different Governors, shared an apartment here for the duration of the effort in order to participate on the working groups. That group has great stories about their living situation, back and forth travel, etc, and Anya is very well-spoken and identified with a Governor who is both a doctor and a leader in health reform.

Raymond, Victor

Designee for Secretary Brown from the Department of Veteran's Affairs

Documents obtained by Judicial Watch.

Slackman, Joel Designee from the Department of Defense; he is not likely to want to talk about the Defense Department per se, but will be positive. He presented at a tollgate really late one night, it might make a good story.

Starr, Paul Well known to the press, respected on the Hill, positively reported thus far, extremely knowledgeable about health care, etc. etc.

Zavistovich, Lou HCFA Medicaid bureau. See Mary Dewayne

*Don't know him
know*

The following is a list of potential good press contacts; but we are not certain of their feelings about the process or Ira at this point, and they need some feeling out. Our strategy will be for Lois to call and say that she is concerned about the negative press the task force has gotten, and feels it could undermine the whole effort if it is not addressed. She is helping the communications team put together a list of people who would be good spokesmen for the process, and she thought _____ would be great, but was uncomfortable recommending them without checking with them first.

Shirley, Aaron

Audit team members?

Outside groups

AFL-CIO (Karen Ignani)

I don't think we should refer to interest groups on this
Would speak very highly of Ira and his frank and numerous meetings with them.

AHA

~~Very supportive and would say great things about Ira and the process. Ira has met with them individually several times, spoke to their Board and to Executives of their state and metropolitan hospital associations. They have also met with Secretary Shalala. They have said repeatedly that "their success is dependent on ours."~~

Families USA

Will be very enthusiastic. Had contact with Ira and the First Lady on many occasions--Ira twice and First Lady once spoke to consumer coalition they convened; they had an individual meeting with Ira; Arnold Bennett of their staff has been consulted regularly.

I assume they're probably all waiting to see the plan to

APPWP Have publicly praised Ira for his "tireless work" and for several consultations with them. Ira also addressed their annual meeting. *from*

AARP Very supportive and have had significant access. Their health care reform proposal is similar to our plan (albeit more expansive on LTC). Have met with Ira twice and members of the Task Force numerous times. *judgment*
Chang

AMA Considering the initial story on limited access, it would be good to have the AMA praise the Task Force's openness and they are likely to do so. Jim Todd has corrected the initial story many times--in public statements and letters--saying they have had good access to the process and good discussions.

Blue Cross/Blue Shield Have said they want to support us--are seen as the good guys among insurance companies. Met with Ira 2-3 times and at least once with Gary Claxton.

AGPA Would be good for stories of how we have built on actual successes--some of their data on the cost savings that can be achieved through integrated group practices was built into our documentation. Had a great meeting with Ira as a group, Ira spoke to their annual meeting, and individual members (Kaiser, Mayo Clinic) have met with Ira.

AAFP/ACP Supportive and have had good access--ACP and AAFP have each had individual meetings with Ira, plus met together with Ira once and the First Lady a second time. The First Lady was scheduled to speak to the ACP's Annual Meeting (either Sec. Shalala or the V.P. stood in when Mr. Rodham became ill). The two groups have not had as many meetings as the AMA, but there's very little chance they would raise that. Their reform proposals are similar to ours including support for budgets.

ANA/Nurses Groups Were very enthusiastic after their White House event at which Ira, Sec. Shalala, the First Lady, and President all spoke to them. Also expressed support at individual meeting with Ira.

AIDS providers/advocates Should speak well of three hour meeting in which Ira, Carol Rasco, and several members of the Task Force participated. May have complaints that an AIDS czar has not yet been named, but considered their Roosevelt Room meeting

Documents obtained by Judicial Watch.

unprecedented, and to a person left feeling good
about what they heard.