



# Health Care Providers for Biden-Harris Toolkit

Biden-Harris 2024 is launching Health Care Providers for Biden-Harris, a national organizing program to engage doctors, nurses, and other health care leaders and providers across the nation to reelect President Biden and Vice President Harris.

As a health care provider, you are among the most trusted voices in the United States – and you can play a critical role in highlighting the stakes for every American’s health care this November. We invite YOU to be a part of this launch to:

- Engage and organize doctors, nurses, and other health care professionals across the country to highlight the stakes for health care in this election.
- Drive contrast between President Biden and Vice President Harris, who are fighting to lower costs and expand access to health care, and Donald Trump, who will side with his Big Pharma donors to increase costs and take away health coverage from those who need it most.
- Highlight health care providers’ support for the Biden-Harris ticket.

This toolkit provides resources to support YOU in taking part in this effort:

- SIGN UP** to join the Health Care Providers for Biden-Harris Coalition and encourage others to sign up using [THIS FORM](#). Signing up will enable the campaign to reach out to you with updates and opportunities to engage.
- POST ON SOCIAL MEDIA** about the stakes of this election for health care. Share a direct-to-camera video about why you’ll be voting for Biden-Harris this November with the instructions in this toolkit.
- IDENTIFY STORIES** from patients and providers that speak to the Biden-Harris Administration’s work on health care issues and the stakes of this election for health care. Storytellers should also fill out [THIS FORM](#).

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## Video Recording & Posting Instructions

### Recording Overview

- **Setting doesn't matter, but framing does:** You can film these videos anywhere – in the car, at home, in a park – but make sure your face is visible and your audio is good so your message is clear.
- **Record on your phone:** Use your cell phone to record this video of yourself – keep your phone in “portrait” orientation (straight up and down) as opposed to “landscape” orientation (sideways).
- **Keep it short and sweet:** Videos are ideally **10 to 30 seconds long**, with a maximum possible length of one minute. People’s attention spans are short these days, so we want to make sure they hear your story and why you are voting for President Biden and Vice President Harris before they keep scrolling.

### Content Overview

- **Introduce yourself**, e.g., *“Hi, I’m Mary, and I’m a pediatrician/nurse/OB-GYN from Indiana.”*
- **Share a few details about your job** and who you provide care for, e.g., *“As a pediatrician, I provide care for children who need it – whether it’s for their asthma, diabetes, or just an earache.”*
- **Describe how your work has been impacted by the ACA or other policies**, e.g., *“Thanks to President Biden and Vice President Harris, children and their families can get the care they need at lower costs.”*
- **Talk about how a repeal of the ACA by Donald Trump** would hurt you and your patients, e.g., *“Donald Trump would undo all that progress. He would raise costs for working families to pad the pockets of his friends in Big Pharma. For me and my patients, it would be devastating.”*
- **Share why you’re supporting Biden-Harris.** You can be as surface-level or deeply personal as you’d like. Just be authentic!

### Posting

**Now, post your video on whatever social platforms you use. Example content copy can be found in this toolkit!**



## Talking Points

**Topline:** *Health Care Providers for Biden-Harris* is a coalition of doctors, nurses, and other trusted messengers who will organize across battleground states and drive a critical message central to November's election: Joe Biden is fighting to lower costs and expand access to health care, while Donald Trump will side with his Big Pharma donors to increase costs and take away health coverage from those who need it most.

- Today, Biden-Harris 2024 is launching *Health Care Providers for Biden-Harris*, a coalition of doctors, nurses, and other trusted messengers who will organize and mobilize key communities around the stakes of health care in this election.
- Health care is deeply personal to voters, and in 2024's fragmented information environment, tapping into trusted and established messengers is critical to reaching voters where they are in an effective and compelling way.
- The fate of affordable health care is on line this November: while Joe Biden is fighting to lower costs and expand access to health care, Donald Trump will side with his Big Pharma donors to increase costs and take away health coverage from those who need it most.
- During his first term, Trump was one vote away from repealing the Affordable Care Act (ACA), and he repeatedly sabotaged the law, leaving 2 million more Americans without insurance. Now, he is promising to "[terminate](#)" the ACA again and gut health care for [millions of Americans](#) who rely on the program.
- Trump and his allies also have plans to repeal President Biden's legislation that builds on the ACA to further lower health premiums and prescription drug costs.
- Trump is openly campaigning on a promise to:
  - Rip away the health care of as many as [45 million of Americans](#)
  - Gut protections for [100 million Americans](#) with preexisting conditions
  - Cause uninsurance rates for communities of color to [skyrocket](#)
  - Kick [millions of young people](#) off their parents' coverage
  - Raise health care costs by thousands of dollars a year for millions of Americans
  - Raise seniors' prescription drug costs by hundreds of dollars per year
  - Allow insurance companies to rip off Americans with junk insurance products
  - Gut Medicare
- President Biden and Vice President Harris are the only candidates in this race lowering costs and expanding access to health care:
  - Took on Big Pharma to lower prescription drug costs and cap insulin at \$35 a month for seniors
  - Bolstered the ACA to lower premiums, saving millions of Americans an average of [\\$800 a year](#)
  - More Americans have health insurance than under any other president, driving [record low](#) uninsured rates, particularly in Black and Brown communities
  - Protecting and strengthening Social Security, Medicare, and Medicaid against extreme MAGA attacks



**Health Care Fact Sheet – [printable version HERE!](#)**

### **Sample Social Content**

- [POST] I am one of the millions of Americans who have benefited from the Affordable Care Act. This November, I'm voting for the only candidates that are fighting to protect my health care: President Biden and Vice President Harris.
- [POST] Donald Trump has been very clear: he wants to terminate the Affordable Care Act. That means ripping access to health care away from millions of Americans and raising costs for working families.
- [POST] Trump already tried to overturn the Affordable Care Act; now he's promising to try again. He's promising to take away our access to health care. We can't let that happen.
- [POST] Donald Trump doesn't care about your health care. He overturned *Roe* and wants to ban abortion nationwide because he thinks he knows what's better for a woman than her or her doctor. He's wrong. I'm a health care provider, and I'm voting for Biden-Harris in November.
- [POST] This November, the choice is clear: while Trump and MAGA Republicans want to increase costs and take away your health coverage, President Biden and Vice President Harris are fighting to lower costs and expand access to health care.
- [POST] This November, health care is on the ballot for every American. We can either re-elect Joe Biden and Kamala Harris, who are fighting to lower costs and expand access to care for all, or let Trump give power back to Big Pharma and the insurance companies.

→ [GRAPHICS] Amplify this [post with graphics](#) on how Trump's repeal of the ACA would impact you, and [this graphic](#) on the contrast between President Biden and Trump on health care.

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Paid for by *Biden for President*