

**NLWJC - Kagan**

**DPC - Box 030 - Folder 015**

**Health - Strategy**

11/12 Health Strategy Meeting

Events: - Pat By R early Dec (after 2nd)  
mostly political story - why may  
conf. will pass  
enforcement mech? say we're open to alters?  
prob not; Dems won't be OK

- Disability council  
- want to have mtg w/ Pres + VP.  
- but we don't have announcement?  
or we don't think can make news on  
this issue twice?  
let VP do this.

- Asthma initiative - need about \$10 m.  
EPA/HHS treatment guideline dissemination  
new preventive outreach.

~~OTCT~~  
OTCT medicine labeling req.  
Need to push hard at HHS/OMB

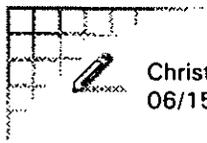
December - Drug survey  
teens - bad news.

Superbug  
BioTerrorism

Call Kevin: re stem cell research

AIDS - Dec 1 - World AIDS Day - ideas?

health-shakey



Christopher C. Jennings  
06/15/98 02:31:29 AM

Record Type: Record

To: Sylvia M. Mathews/WHO/EOP  
cc: See the distribution list at the bottom of this message  
Subject: Health Events

Responding to your request, Sylvia, here is the list of the numerous health events that are likely to be filling a lot of schedule time in the next week.

**1. WEDNESDAY/QUALITY EVENT.** The VP is scheduled to release a new HHS report documenting numerous quality problems (hundreds of thousands of lives lost; billions of dollars in money wastefully spent) that is attributable to errors in health care delivery, such as docs not knowing the right medical intervention (this one isn't about evil managed care plans). At the President's request, the VP will also announce a privately financed, administered planning process designed to establish a private sector "Quality Forum," consistent with the recommendations of the President's quality commission. This Quality Forum will develop a comprehensive plan for the development of usable standards and outcomes measures that will empower purchasers (both consumers and businesses) to be able to make decisions on the basis of quality, not just cost.

STATUS: A go. Interesting stuff that elites may like, but will be difficult to attract significant media attention. (It also conflicts with another White House event.)

**2. THURSDAY/INSURANCE REFORM EVENT.** Rahm and Paul desire to have the President release a new Exec Memorandum directing OPM to take all actions possible, including the termination of health insurers ability to participate in the FEHBP, if they are found to be engaging in underwriting and other insurance practices inconsistent with the Kennedy-Kassebaum HIPAA law. We are working on this one extremely hard. May have something here, but we still need to better document that serious problem remains.

STATUS: I have written up a DRAFT Exec Memorandum that will be reviewed by agencies tomorrow. We are still working on better defining/documenting problem. If we succeed, we should have something ready to go.

**3. FRIDAY/FDA COMMISSIONER EVENT.** HHS is pushing extremely hard for the President to announce our nominee for FDA Commissioner. They believe it is critical, and I agree, for us to get this name out ASAP, so we can set up some courtesy visit prior to the July 4 recess and have even a chance of having a confirmation hearing before the August recess. HHS is also concerned that Donna will not be in town next week. In this case, I think it is important for her to be here, particularly because the perception is that the President's first choice wasn't hers. Lastly, since this has the potential for some controversy, a Friday announcement -- combined with another message event that is more important -- does have appeal.

STATUS: It is up to you all to see if it can be fit in. Bruce Reed would like to make certain that the tobacco bill is off the Senate floor before we send the name up.

**4. SATURDAY/PROSTATE CANCER FATHER'S DAY RADIO ADDRESS.** We are assuming that this

one is fairly locked in. We have a good announcement -- the largest ever grant awarded out of DoD for prostate cancer research. We could also highlight the important cancer initiatives (NIH/NCI increases and new cancer clinical trial coverage for Medicare beneficiaries) that are in the tobacco bill.

STATUS: We assume this is a go.

**5. MONDAY AND TUESDAY/VP FAMILY HEALTH CONFERENCE.** There will be a series of announcements, including (1) FOR KIDS, a new Exec Memorandum directing 8 Federal agencies to initiate over 100 new children's health care outreach initiatives, (2) FOR ELDERLY, an announcement of the new Medicare preventive benefits (for osteoporosis and diabetes management,), the unveiling of a PSA for osteoporosis that was taped by both HRC and Tipper Gore, as well as a number of programs designed to better inform Medicare beneficiaries of the wide array of health plan choices they will have beginning this Fall; and (3) FOR FAMILIES, an announcement of a model program by OPM to better integrate families in FEHBP in medical decision making, an announcement that the nation's academic health centers will hold a national conference to better train health care professionals on the need to be sensitive and responsive to family roles in medical decision making, and a reiteration of the need for a Patients' Bill of Rights.

STATUS: We are still awaiting final guidance as to which principals are going to make which announcements. There is interest in the VP's office in leaking these announcements to USA TODAY early this week, embargoed for the beginning of the Family Conference.

Call with any questions....

cj

Message Copied To:

---

John Podesta/WHO/EOP  
Bruce N. Reed/OPD/EOP  
Elena Kagan/OPD/EOP  
Rahm I. Emanuel/WHO/EOP  
Gene B. Sperling/OPD/EOP  
Michelle Crisci/WHO/EOP  
Paul E. Begala/WHO/EOP  
Ann F. Lewis/WHO/EOP  
Michael Waldman/WHO/EOP  
Barry J. Toiv/WHO/EOP  
Melissa G. Green/OPD/EOP

**Health Care Strategy**  
**September 18, 1997**

- I. Tobacco Events**
- II. Children's Health Events -- September 30/October 1**
- III. Race and Health (briefed by HHS tomorrow)**
- IV. Private Contracting**
- V. Breast Cancer Awareness Month**
- VI. NIH Groundbreaking Research -- we need to get back to NIH on this.**
- VII. FDA**
- VIII. Quality Commission (Consumer Bill of Rights)/Medical Privacy Event**

Team Leaders Meeting  
June 16, 1997

• Children's Events.

Event tomorrow to support Rockefeller and release the HHS/Labor Kid's Report

Kaiser Announcement - ~~Thursday~~ Tuesday, June 23rd

| Status of Pediatric Labeling Event? Early July?

| Childhood Immunization Rates - 1st or last 2 weeks of July

• Genetic Screening Event. *The New York Times Magazine* is planning to do a story on this in the next month. According to NIH, right now the story is focused primarily on NIH. It addresses the legislation on the Hill, but does not focus on the President's leadership in this area. NIH says that if we can give the journalist a date of the event fairly soon, then the journalist is willing to wait to run the story until after the event. Clearly, the President could get credit as a leader on this issue, if she waited. Is there any way we can give at least a tentative date for this fairly soon? ✓

weekly  
→  
}

• Status of AIDS Vaccine Event. We have decided to hold an announcement about the commitment to the AIDS vaccine at the G-8 and a status report on the President's AIDS vaccine initiative in Washington rather than in Denver, so as not to complicate the Administration's message in Denver. We are currently having discussions with NIH about this event, but we anticipate that it will include Dr. Varmus, Dr. Baltimore, and perhaps an AIDS activist to discuss the need for a vaccine. At this event, NIH will announce that to follow up on the agreement of the nations at the G-8 to make the AIDS vaccine a priority, they will hold an international meeting at NIH. In addition, Sandy Thurman will be going to Denver to attend an AIDS activists event, hosted by the Rockefeller Foundation. }

• AIDS Message for this week. We have heard that HHS is planning to do a large press release surrounding the announcement of the treatment guidelines this week. There are two major problems with this: (1) we think there may be a significant amount of negative press surrounding this issue, since AIDS activists will see it as an opportunity to point out that we have not significantly increased AIDS funding in the FY 1998 budget, and recently passed up their request to add an ADAP supplemental to the budget. (2) It will confuse our message in Denver.

Health Care Strategy Meeting  
June 19, 1997

Children's Issues

-- Hill Strategy

-- Kaiser Event/report - Mon. aft.

Mayur / Kaiser CEO / Kaiser dr. / Parent

(service summit)

- Release report - (Leak to LA Times)

- say whatever we have to say on health

• still in Choke-Point: will fight on floor.

• or set out ~~the~~ principles.   
 ↗ (better)

Genetic Screening

-- Event tentatively scheduled. July 14.

-- Finishing Report

-- Working to get Senate sponsor Perhaps Frist.

Quality Commission

-- Message for upcoming meeting next week Wash DC

-- Meeting to focus on legislation/ consumer bill of rights

AIDS Issues

-- Needle exchange -- meeting at 5pm •

Options from HHS next week.

Q&A coming over from HHS.

-- AIDS vaccine -- Sandy in Denver

-- Radio Address on Global threats -- possible vaccine language?

1  
?  
.

No event.

Waiver of mamm. co-pay (us)

M&As. (them)



- w/ Women's Caucus

DOD breast cancer dr. sched. request?   
 ck w/ leg folks

## HEALTH CARE STRATEGY

I. **Genetic Screening Event.** We are looking at doing an event on genetic screening with either the President or Vice President sometime in the next month to issue an HHS report potentials and perils of advancements in our understanding of the humane genome. (See attached list of possible events). There is lots of media interest in this issue. In fact, there is a *New York Times* reporter is meeting with Dr. Collins, the Head of the Human Genome Institute, to discuss a potential *New York Times* magazine story. Apparently, CNN and others have indicated interest as well.

### II. AIDS Vaccine

A. **NIH Announcement Today.** Today Dr. Varmus announced the vaccine center and discussed the AIDS vaccine initiative at NIH. (See attached one-pager)

B. **Possible Event in Denver.** To follow up on the President's announcement, the countries participating at the summit in Denver are indicating their support for an international AIDS vaccine effort. There is language in the Communique that we believe is quite strong. There has been some discussion what else we should do to highlight this agreement, recognizing that this is not the primary focus of the summit. NIH has indicated that they are looking at the possibility of having Dr. Baltimore, the head of the AIDS Vaccine Committee, announce that he will hold an initial international meeting to discuss this commitment at NIH. The Office of AIDS Policy is interested in holding a reception in Denver for AIDS activists, (who have already indicated they will be willing to attend). They are hoping that a principal would be able to drop by and also believe that this would be an appropriate forum for NIH to announce the international meeting. They believe that this event would serve two purposes: (1) to give some publicity to this issue to show that the President is serious about the AIDS vaccine and (2) to make the AIDS community feel invested in this initiative. Some at NIH and possibly some at the NEC may feel that this would be inappropriate for this forum.

### III. Children's Health Event

**Families USA/NACHRI Event.** This was initially proposed as a video to be shown at hospitals around the country. At the suggestion of the Communications Office, we have proposed it as a message event. The event would stress the importance of ensuring that the \$16 billion in the budget agreement is targeted most appropriately to insure the most children. We would also release a new HHS/Labor Report on uninsured children. July 1 - video or live.

**Kaiser Satellite Event - June 18 -- FYI.** *Msg of the day. Release report if stays that way.*

IV. **Pediatric Labeling.** We should push back on HHS and keep this moving. Is there an appropriate event for this? Keeping it broader than the children.

AGENDA

I. Children's Health

- A. Hatch-Kennedy Amendment message
- B. Kaiser Announcement/Children's Health Report
- C. Potential event with Hatch-Kennedy re:support of tobacco revenue

II. Follow-up to Morgan State University commencement address

- A. AIDS vaccine
- B. Genetic screening
  - 1. Op Ed piece V.P. / ~~Slater~~ <sup>Slughter</sup> event
  - 2. Interaction with other science challenge issues
- C. Cloning?

Human Research - Glen?

III. Aging Advocates Endorsement Event (target date Wednesday morning)

- A. Vice-President involvement
- B. Donna involvement

Pres or VP?  
 Release of report -  
 Donna /  
 Slughter  
 ↓  
 Provides strong  
 support for  
 legislation?  
 FEHBP?  
 don't get non-disclosure  
 this way?  
 only non-disclosure

AIDS vaccine  
 update  
 Thurman memo  
 ↑  
 Already done

Attached by market-types or Hill  
 Then when we try to do something...  
 structural reform etc.

|| AIDS Update - vaccine  
 1 with MTJ  
 1 Denver etc.  
 1 in new grants

breast care  
health care qual care  
~~genetic screening~~

Health-strategy

7-24 Health care mtg...

1. HHS/Treas - trust fund report  
issuance of letter!

2. Diabetes

Need Thurm/Kanmas reaction - earmarking/micromanaging etc.  
OMB still also uncertain? (Raines not told yet)

NAM/OS - same place

hard to have offset - what were taking \$0m away from?

won't take from someplace else - i.e., another disease

3. AIDS vaccine/other

Kanmas: challenge to young scientists - go into ~~the~~ biomed. research -  
find cure for AIDS

Protocol on stages of care

Then raise \$: are we spending enough to buy?

Demo (VP) on Medicaid coverage of AIDS -  
changing def of disability

4. Genetic screening -

- May 18 com. speech

sickle cell mutation in part - apt

- bill + updated report by Fey

AF-Amers.

- builds on report + reqs by breast cancer sp. - w's sps on board.

5. Breast cancer

done last 2 yrs. for MD radio.

Nat'l For Cancer Control

// altern: children's health.

- budget initiative

// budget + report + Kaiser.

- medicare man.

we're not in all these articles!!! need to be fighting for it.

6.

6. Health Care Quality Comm'n - 12/13th May

Rest of list of people soon!

R. Savin tomorrow to give us report on best way to get process out of this - report to B/R tomorrow.

Prob. not next Pres.

7. Memorial Day Event -

Director last yr - spina lida

# Health Strategy

Health Strategy Mtg 4/8/97

1. Genetic screening - end of May  
(insurance)  
Release of report / introduce leg.  
Subseq report by DOL (er's)

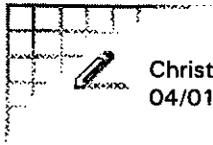
2. Tobacco tax  
Shouldn't do anything yet.  
Will help with per voter aft

3. Kids stuff -  
Do endorsements at club.  
Prob wait on report + on KP.

4. Anal Clin -  
First mtg - May 12-14

5. Diabetes - 3-part proposal  
In OMTB now:  
Need to engage Thurman  
EHC  
N114  
Medicare equality ]?

Health strategy



Christopher C. Jennings  
04/01/97 09:12:36 AM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP, Cathy R. Mays/OPD/EOP

cc:

Subject: today's meeting

I am being called up this morning to brief the budgeteers on Medicare. As a result, I will be unable to make the 9:30 meeting. Please accept my sincere apologies.

We do have a number of issues we need to talk about. They include: (1) an update on the health discussions with the Hill; (2) the organ donation/allocation issue and meeting with David Matter; (3) the request for a children's coverage meeting with the POTUS -- I have been asked to submit a scheduling request; I need your guidance on participants; and (4) the diabetes update after my afternoon meeting today.

cj

2/17

# Health Care Strat Mtg

GET

1. Anti-pay for Thurs. Feb 20.

MI has fact sheet / Q+A

Support for bipartisan bill

Also / issue clarification ... on Medicaid ride  
for to Medicaid directors

oral office announcement

→ Wyden/Gandhi

Ask Emily bring in Govs?

2. Commission - next big thing.

Early March

Care B of R.

Names pretty much done.

Directi - to do Care B of R  
also OK.

(Home Health in  
mid-March)?  
Perhaps not -  
maybe hand  
abuse.

3. Nothing on kids play / who play?

Talk about all time? but @ separate.

Highlight state programs? - partnership grab  
10-12 states give to states allow

3 or 4 best exs - show how much more kids  
are covered. REPORT! (model programs)

March 15th in Florida.

4. Fraud + Abuse bill / Medicare

2nd anniv of Op Restore Trust. - May 5

Cost Reno.

Tobacco 28th

Kessler  
Video conf on 26th

Immunizati - ??

2/20 Health Strategy Meeting -

Commission - done by March 17. /

OR 26th

Q+A - Why need it doing with her

↑

Pair w/ ?

Press for earlier press cont on 4th.

Same health req - not big event (crime part - just a proposed rule)

Best time for launch - end of April -

Annou of Dr Reshma Prasad - hundreds of billions of dollars

F+as suits peeled off her 2

budget bill.

YES

Fla - Mar 17/17 - collected most of

It then.

better than kids? too soft

Health Care kids ratio address -

also that wh- 18th?

Weekly

Manuscripty - <sup>probably</sup> 25th - advise center -

not clear what they're going to say.

We need to defer to science.

|||

- No rec as to insurance

some - pkg  
Kids/unemp  
mastectomy  
Med benefits.

## HEALTH CARE ANNOUNCEMENT OPTIONS

### QUALITY:

(1) **Medicaid Anti-Gag Clarification.**

Tuesday  
lead-in to  
press  
event.

Summary: Policy directive to Medicaid administrators to make clear that managed care plans are not permitted to limit communication between physicians and their patients on treatment options.

Status: Ready to go; would combine it with re-affirmation of support for Federal legislation for private sector plans.

(2) **72 Hour Medicare Patient Coverage Appeal Reform.**

Summary: New reg that makes it easier for Medicare beneficiaries to appeal coverage decisions, with a requirement that an appeal be considered within 72 hours.

Status: Negotiations with OMB underway; HHS thinks can be kicked out very soon. We could consider including it with the Anti-Gag announcement.

(3) **Emergency Services Protection.**

Summary: New directive clarifying that beneficiaries enrolled in Medicare managed care plans have a right to emergency room services in situations where a "prudent layperson" would believe emergency care is warranted. This addresses an ongoing concern by emergency physicians that patients -- who legitimately felt they needed emergency care (they thought, e.g., they were having a heart attack and, after testing, found out it was less serious) -- are being unfairly and retrospectively denied coverage by managed care plans.

Status: Should be ready in 2-3 weeks; we need to make certain this does not have cost implications.

(4) **Mastectomy Coverage Protection.**

Summary: Announce support for Federal legislation that assures that women undergoing mastectomies are not prematurely released from the hospital due to unwarranted financial pressure from health plans.

Status: Assume may be included in the State of the Union Address. Need to make certain it applies to Medicare and Medicaid, and also to see if we could, by executive action, extend this protection for these public programs without Federal legislation. Still checking this out.

(5) **Consumer Empowerment through Information.**

Summary:

(6) **Home Care Quality Assurance.** } <sup>in</sup> 2 yrs after 80FCU

(7) **Quality Commission Directive to Produce Consumer Grievance and Appeals Process.**

**Other Health Events:**

- **Fraud and Abuse** *Med. for phy. Reus lower. Reus/should be*  
*Event. Good on Cap Hill. MS - not so clear.*
- **Medicare Beneficiary Groups**
  - **Medigap**
  - **Prevention**
  - **Alzheimer's Respite**
  - **Outpatient Copayment Reduction**
- **Academic Health Centers**
- **Medicare/Structural Reforms**
- **Kids and Families Coverage**

- 1) Med anti-sal
- 2) SO + U
- 3) HCQA
- 4) ↘

} All shift  
about  
voluntary;  
protecting  
benefits.

Rural Health Initiative

end of month -  
comm' on w/ panel of patients B3/RTs  
specific changes for comm' on

# Options

Allow states to use ~~it~~ as they wish

- jawbone
- ash for coop
- collect data
- list good things/bad things

2-yr req?  
elig. land?

~~Assign action~~  
Require st. to comply w/ all requirements  
(order letter)

Require st. to comply w/ all fed reqs.

THE WHITE HOUSE  
WASHINGTON  
MEMORANDUM

February 7, 1997

TO: Rahm Emanuel  
Ann Lewis

FROM: Chris Jennings *CCJ*

SUBJECT: Health Care Events

CC: Bruce Reed  
Gene Sperling  
Melanne Verveer  
Elena Kagan  
Kathy Wallman  
Pauline Abernathy

As you requested, following is a description of potential Presidential events on health care. Except for the event on home health quality, the scheduling of these events have time constraints over which we have little control. As a result, we should probably schedule these events quickly to maximize the President's ability to be involved.

① **Improving Home Care Quality**

**Purpose:** To highlight the Administration's commitment to assuring high quality Medicare home health services. Validation for the need for these new home health regulations will come from aging advocates (e.g., AARP), non-profit health care providers (e.g., National Association of Home Care), and the Department of Health and Human Services.

**Status:** The regulations described have been cleared and may be released at any time. One week's notice will be needed to get appropriate validation from outside groups.

② **Medicaid Anti-Gag Clarification**

**Purpose:** To underscore the President's support of bipartisan legislation to ensure that all health plans do not restrict communication between health care providers and their patients. The President recently took action to clarify that all Medicare beneficiaries have this protection.

**Status:** The clarification is ready to go; its release should not be delayed much beyond late February or the news value may be lost. (Already some states may be sending out similar directives to their managed care contractors based on their sense that this clarification is coming).

### ③ Fighting Fraud and Abuse

**Purpose:** The Inspector General and the Department of Justice has scheduled a major announcement on fraud and abuse enforcement activities in clinical labs. In particular, this event could highlight Federal efforts to collect \$500 million in overpayments. Combined with a series of legislative and regulatory initiatives, a strong event may be developed. (As you know, the public attributes rising health care costs to health care fraud and abuse).

**Status:** Scheduled for release around February 25.

### ④ Charging the Quality Commission to Develop a “Consumer Bill of Rights”

**Purpose:** To make a formal announcement of the members of the Advisory Commission on Quality and Consumer Protection in the Health Care Industry and charge the Advisory Commission to develop a “health care consumer bill of rights.” This Advisory Commission will have broad representation by: consumers, health care professionals, health care insurers, state and local government and experts on health care quality. This event will be well received by most health advocates and provider groups who are concerned about managed care practices, but are also starting to become concerned about “rifle-shot” approaches to federal oversight of managed care.

**Status:** Ready in early March.

### ⑤ Assuring care for women after a mastectomy (tentatively scheduled for the First Lady)

**Purpose:** To demonstrate the President’s support for legislation to guarantee that a woman can stay in the hospital for 48 hours after a mastectomy. Representative DeLauro, the bill’s primary sponsor, will hold an event this week to collect petitions in support of her legislation. This event could be combined with an announcement by the Department of Health and Human Services, presented by Secretary Shalala at her Ways & Means hearing on Wednesday morning, to clarify that Medicare already provides this coverage to the over 50,000 elderly women who need it every year. (DHHS is ready to go with this).

**Status:** Tentatively scheduled for this Wednesday in the East Room.