

NLWJC - Kagan

DPC - Box 031 - Folder 009

Ideas - Health

HEALTH CARE EVENTS

Announcing Immunization Rates at Historic High. At this event, the President would announce that immunization rates are at a historic high. New immunization data being released in July by the Center for Disease Control (CDC) validates our long-time held assertion that the President's immunization approach has been successful. We also plan to announce new regulations requiring child care centers that receive federal funding to ensure that all children in their care are properly immunized. - kids

Protecting Americans from Genetic Discrimination. This event will: (1) highlight the problem of genetic discrimination for women who are increasingly not taking advantage of new breast cancer genetic tests for fear insurers will no longer cover them and their families; (2) release a new HHS report that underscores the great need for genetic legislation and introduce the Senate companion to legislation introduced by Congresswoman Slaughter that the President has endorsed (by Senator -- Doctor -- Frist). (3) Receive the endorsement of the Human Genome Action Plan, a coalition of hundreds of organizations (including the Alzheimer's Association, the American Cancer Society, and the March of Dimes) concerned about the inappropriate use of genetic discrimination. This issue has received a great deal of press, including a piece on *Prime Time Live*, and an upcoming article in *The New York Times Magazine*. women

On the last version of the President's event schedule, this event was tentatively scheduled between ~~July 21~~ and ~~July 23~~. It is important to note that Secretary Shalala is not available on ~~July 21~~ or ~~July 22~~ because she will be at the Quality Commission meeting in Vermont. Besides that, we are flexible, although we hope to have the event in the next month. - kids

Announcing New Regulations That Requires Drug Companies to Improve Pediatric Labeling Information for Parents. The President would announce new regulatory action that we are taking to ensure that drug companies test their products specifically on children who may need different doses and have different reactions and to ensure that parents are aware of this information. Children suffer from most of the same diseases as adults, however, most drugs have not been tested to understand their unique impact on children. The event could be held any time and would include children's groups, providers, and children.

Recognition of President's Leadership on Breast Cancer by *Self Magazine*. *Self*, a women's health magazine, offers an annual Pink Ribbon Award to outstanding leaders in the area of breast cancer. The President would receive this award for his strong record on breast cancer which includes funding for breast cancer research, prevention and treatment which has nearly doubled since he took office, supporting legislation that would allow women to stay in the hospital at least 48 hours after a mastectomy, and taking a leading role on genetic legislation which is a major concern for women with breast cancer, many of whom are avoiding new genetic tests on breast cancer for fear that it would prevent them or their families from getting insured. This event could be in September or October. women

TO: Gene and Bruce
cc. Elena
FROM: Chris
RE: IDEAS ON CHILDREN'S HEALTH EVENTS
DATE: May 28, 1997

Per requests from Gene, Rahm and Elena, the following are our ideas on possible health events in the near term.

1. ✓ **Kaiser Permanente Children's Coverage Initiative.** Kaiser in California is planning to invest \$100 million over the next 5 years in covering children. They will run the program through schools and the Health Insurance Purchasing Cooperative (for small businesses). We have discussed the project several times with the organizers and it looks great. There has been a commitment for the President to participate either live or by satellite in the public unveiling of this project in June.
2. ✓ **Study.** A study that examines the reasons why children are uninsured and states' and Medicaid's successes in covering children has been drafted by the Departments of Health and Human Services and Labor. It can be released any time in early June.
3. **Pediatric Regulation.** Require pharmaceutical clinical trials to test to see how a particular drug should be used for children. This may be released in early June at a pediatric AIDS event.
4. **Conference.** Rahm has suggested that there be a conference in June to discuss both successful state efforts in covering children and the results of the study. If it is done early enough, it can help frame the policy options, assert our leadership in the initiative, and protect the investment as the battles in the health care arena get fierce. However, there is a concern that (a) the Governors may not participate so long as DSH cuts are on the table; and (b) Members will have taken votes on committee bills by then, so that the conference may be too late to discuss generalities and not specific options.
5. ✓ **Announcement of support for the tobacco tax.** John Hilley agrees that we could support a tobacco tax for health care improvements so long as it is outside of the budget. Health care improvements could mean money for research as well as coverage, diffusing the concern over too much money for children's health. Chris recommends that we do this early, since our position on Hatch Kennedy is blocking the credit that we deserve on the kids' health initiative.
6. **Expedited Medicaid waiver process for coverage expansion.** Rahm had recommended that we initiate some type of accelerated process for Medicaid waivers that expand coverage. However, we do not think that this is a good idea since many states have, in the past, used DSH to fund waiver expansions. By drawing attention to the waivers, we would give Governors a platform to say that they would be happy to expand coverage if we did not cut DSH.

We'll continue to think; please call with questions.

Ideas-health

HEALTH CARE EVENTS

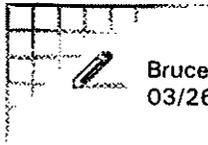
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Protecting Americans from Genetic Discrimination. This event will: (1) highlight the problem of genetic discrimination for women who are increasingly not taking advantage of new breast cancer genetic tests for fear insurers will no longer cover them and their families; (2) announce a new HHS report that underscores the great need for genetic legislation; and (3) announce Senate support for legislation introduced by Congresswoman Slaughter (which the President is endorsing). The Human Genome Action Plan, a coalition of hundreds of groups concerned about genetic discrimination, will also participate. This issue has received a great deal of press, including a piece on *Prime Time Live*, and an upcoming article in *The New York Times Magazine*. This event is tentatively scheduled for the middle of July.

Announcing New Regulations That Requires Drug Companies to Improve Pediatric Labeling Information for Parents. The President will announce new regulatory action that we are taking to ensure that drug companies test their products specifically on children who may need different doses and have different reactions to medication, and to ensure that parents are aware of this information. Children suffer from most of the same diseases as adults, however, most drugs have not been tested to understand their unique impact on children. The event could be held any time and would include children's groups, providers, and children.

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Ideas - health +
safety

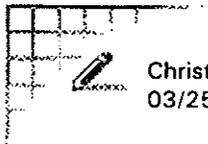


Bruce N. Reed
03/26/97 09:15:11 AM

Record Type: Record

To: Elena Kagan/OPD/EOP
cc:
Subject: Re: Update on Ideas

----- Forwarded by Bruce N. Reed/OPD/EOP on 03/26/97 09:13 AM -----



Christopher C. Jennings
03/25/97 08:23:13 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP
cc:
Subject: Re: Update on Ideas 

I just read this. Sorry. I am swamped, but let me give you a quick couple of points:

1. Medical Records Privacy. A broader bill on medical records privacy is being put together by HHS, but will take probably months to work out internal (OMB) and external (business and insurer) political problems. I would say August or so.

However, there appears to be a good chance that we could do something on privacy related issues as they relate specifically to genetic screening. With all this cloning stuff around, I think this would be a very good and timely idea. It could provide for protections against insurers using this stuff to underwrite. I was planning on having a meeting with HHS on this sometime during the week, but events have intervened. I do believe, however, that a later April timeframe for an announcement is really very doable. (I will report back immediately after my meeting.)

2. EO on unemployed workers. Nancy Ann Min did put a call into OPM on this issue, but never heard back before her departure. I asked her to put a staff person on it and was told I would soon get a report. Nothing yet, but I will look into it as soon as I get a free moment. (I have a feeling, however, that this will not be an easy thing to do.)

3. Criminal background checks on home health care/nannies. We included the background check in the recent home health reg. Probably not much here in my area, but nannies may be another thing, Dennis?

4. Diabetes Research. Checking into this as per our conversation. Will get back to you.

Sorry I don't have a lot right now. Sorry...

HEALTH CARE EVENTS

DRAFT

	Time Frame	Concept	Action
Fraud and Abuse	Ready to announce new initiatives.	Highlight new initiatives which build on our successes in anti-fraud activities.	Roll out new fraud and abuse initiatives, possibly in POTUS trip to Florida.
Diabetes Awareness	Diabetes Alert day on March 25 or Diabetes month which is November.	Highlight our preventive benefit which has potential for cost-savings. Highlight bipartisan support (Gingrich and Furse).	Reaffirm our commitment to benefit on Diabetes Alert day or in conjunction with Diabetes month.
Quality Commission Announcement:	March 26 when Commission members are announced.	Highlight extensive activities in this area: past successes, charge of Commission, and challenge Commission members to create a Consumers' Bill of Rights.	Announce the Commission members, the charge of the Commission and announce new Medicare quality initiative which focus on appeals rights.
Kassebaum-Kennedy Regulations	April 1 -- when Kassebaum-Kennedy regs are implemented. August 1 -- effective date of law.	Highlight this popular health care legislation.	Implementation of the regs (April 1, 1997) or effective date of the new law (August 1, 1997).
Announcement Big Name Business Reps Endorsing Need to Cover Children	No earlier than mid-to-late April	Provides unique opportunity to show support with business community who usually opposes our health legislation.	Press availability to CEOs following a meeting with the President.

Heads - health cover + safety

Tobacco	April 15. Kick Butt Day in New York and the announcement of new FDA Commissioner within the next few months.	Highlight our strong commitment to preventing children from using tobacco.	Reaffirm our anti-tobacco initiative for children. Announcement of new FDA Commissioner.
Medicare Trustees Report	April 28 with release of Annual Medicare Trustees Report.	In conjunction with release of the Medicare Trustees' Annual Report.	Opportunity to challenge Republicans to propose serious plan to save the Medicare Trust Fund.
AIDS Vaccine	Any time after April (assuming something gets internal clearance).	To highlight our commitment to developing an AIDS vaccine.	To challenge scientific community to develop a viable vaccine within the shortest time frame.
OPM Executive Order	Late April - Early May assuming Executive Order is approved.	Bolster Workers' Between Job Initiative. Allows dislocated Federal employees to receive six months of health insurance while they look for a new job.	With release of the Executive Order which provides protection for families of workers who are in between jobs.
Women's Health	Possibly May 3-5 when 600 advocates from National Breast Cancer Coalition are in Washington.	To highlight our commitment to improving research, prevention, and coverage of breast cancer.	Focus on pending breast cancer legislation.
Rural Health	Spring to early summer.	Highlight progress in telemedicine and proposed, much-needed Federal regulations.	Along with release of Federal regulation.
Medical Privacy.	Mid-May	To highlight our commitment to protecting confidential medical records while also ensuring that legitimate medical outcomes research can be completed.	To unveil Presidential set of initiatives protecting medical records and guarding against inappropriate use of genetic screening information.

Alzheimer's Disease	Possibly in November which is Alzheimer's Month.	Highlight respite benefit as women's issue, since most caregivers are women. Legislation supports -- does not supplant -- our current policies.	To reaffirm our commitment this issue and our respite benefit.