

Health Care

The HEALTH ADVOCACY team works to ensure that all North Carolinians—especially those with low incomes who are uninsured/underinsured, people of color, and those living in rural communities—have access to high-quality, affordable, comprehensive, and equitable health care for better health outcomes and improved quality of life.



OUR 2025 PRIORITIES

Eliminate Medical Debt

- Prioritize medical debt relief and protections as a key policy goal.
- Advocate for administrative and legislative policies to reduce the impact of medical debt.
- Build community support for these policy objectives, furthering the goal of a more equitable health care system.



Maximize Medicaid Expansion Enrollment and Outreach

- Continue conducting education and outreach to maximize enrollment in Medicaid expansion,

with a special emphasis on hard-to-reach/hardly reached populations.

- Support efforts to retain coverage and eliminate barriers to enrollment.
- Address inequities within the Medicaid program.
- Equip organizations, providers, and agencies statewide with tools, knowledge, and training.
- Partner with the North Carolina Department of Health and Human Services (NCDHHS) to ensure all eligible North Carolinians are enrolled.

Improve Medicaid Using Feedback from Managed Care Recipients

- Monitor the state's NC Medicaid Managed Care program.
- Serve as a feedback loop to optimize the experiences of people who receive Medicaid.
- Utilize lived experiences to guide improvements in the program.
- Help NCDHHS launch the Medicaid Advisory Committee and Beneficiary Advisory Council (MAC/BAC) to provide ongoing feedback.

OUR RECENT WINS

In 2024, we continued to build upon our Medicaid expansion policy win by working toward the goal of universal health care and reversing the racism that is woven into policy.

- Created outreach and educational resources to help providers, navigators, and community-based organizations educate and enroll people into Medicaid expansion, including adult coloring books, wallet cards, miniature magazines, and more.
- Partnered with NCDHHS to co-brand these materials and disseminate millions of copies to partners in all 100 counties, contributing to the record enrollment of 600,000 people into Medicaid expansion in just one year.



- Launched a long-term strategy to lobby for legislation that addresses the medical debt crisis in North Carolina.
- Played a major role in securing support from all 99 eligible North Carolina hospitals for a new medical debt relief program that is expected to relieve up to \$4 billion in existing medical debt for two million North Carolinians and protect people against future medical debt.
- Uplifted stories of those in medical debt, receiving national news coverage that led several major hospital systems to cancel liens on homes

and to forgive the medical debt associated with them.

- Developed medical debt relief resources, including a tip sheet on what to do when facing a bill you can't afford to pay, and partnered with Dollar For to help people apply for financial assistance for medical bills.



Core Strategies and Approaches

- **Lead or partner in coalitions for Medicaid expansion**, medical debt relief, and Medicaid Managed Care oversight.
- **Create accessible materials**, engage with media, and involve the public and partners in advocacy.
- **Track and support legislation** that is to favorable health care; oppose harmful proposals.
- **Apply a race equity lens** and use evidence-based approaches to guide program and policy decisions.
- **Build community capacity and power** by organizing partner trainings, hosting public events, and supporting community advocacy efforts.



LET'S WORK TOGETHER to end poverty, build power, and share prosperity across North Carolina!

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