



National Association of Benefits and Insurance Professionals

**NABIP**  
Shaping the *future* of healthcare

## **NABIP Healthcare Bill of Rights Social Media Campaign**

### **Overview:**

The new Healthcare Bill of Rights articulates the core values and principles of NABIP. The ten articles represent not just our belief but our commitment to ensuring that every American is empowered with the right to high-quality, affordable healthcare. These rights stand as the pillars by which we define our mission, measure our progress, and drive towards a future where equitable healthcare is not a privilege but a standard for all.

### **Call to Action:**

By leveraging the collective strength of NABIP members, promoting a unified message, and utilizing various engagement strategies, the Healthcare Bill of Rights social media campaign can gain broader visibility and support across diverse communities. Regular communication, collaboration, and enthusiasm will be key to the success of this important campaign. Together, let's champion healthcare reform that prioritizes affordability, accessibility, quality, equity, and dignity for every individual.

This social media campaign spans 12 weeks, with posts scheduled for every Monday, Wednesday, and Friday, beginning on Monday, March 18, and ending on Wednesday, June 7. We've crafted social media content and visuals to aid your active participation in this important initiative. Feel free to post at your convenience, and don't forget to tag NABIP and use hashtags #NABIP #NABIPHealthcareBillofRights

### **Preamble:**

### **Image:**



### **Post One: Mon., March 18**

Exciting News from NABIP! We are thrilled to unveil the Healthcare Bill of Rights, a groundbreaking initiative to transform America's healthcare system. This foundational document outlines the fundamental rights of every American to accessible, affordable, and high-quality healthcare. Join us in our mission for a more equitable and compassionate healthcare system! #NABIP #NABIPHealthcareBillofRights #TransformingHealthcare #EquitableHealthcare

### **Post Two: Wed., March 20**

Introducing NABIP's Healthcare Bill of Rights Campaign! Join us in a movement dedicated to ensuring accessible and affordable healthcare for all. This commitment stands as a cornerstone of health, dignity, and equality, shaping the future of our nation's health and well-being. Let's unite, advocate, and champion these healthcare rights together. #NABIP #NABIPHealthcareBillofRights #NABIPHealthcareRights #JoinTheMovement

### **Post Three: Fri., March 22**

Advocate for the NABIP's Healthcare Consumer Bill of Rights! Our collective voice echoes for AFFORDABLE, HIGH-QUALITY healthcare for all. Share if you believe in a future where healthcare is ESSENTIAL, not a privilege! #NABIP #NABIPHealthcareBillofRights #NABIPVision #HealthcareisEssential

### **Article I: Right to Access Affordable Healthcare**

**Image:**



### **Post One: Mon., March 25**

Ensuring access to affordable healthcare is crucial because it promotes the well-being of individuals and communities, addressing health concerns promptly and preventing financial burdens that can arise from unaffordable medical expenses. Let's advocate for a system that ensures every American, regardless of background, has access to the care they need. #NABIP #NABIPHealthcareBillofRights #AffordableHealthcare #AccessToCare

### **Post Two: Wed., March 27**

Join the movement for affordable healthcare! Together, we can create a system that prioritizes accessibility and meets the diverse needs of every individual. #NABIP #NABIPHealthcareBillofRights #AffordableHealthcare #HealthEquity

### **Post Three: Fri., March 29**

Spread the message: age, gender, race – none should be barriers to affordable healthcare. It's time for a system that truly serves the needs of every American. #NABIP #NABIPHealthcareBillofRights #HealthcareEquality #AccessibleCare

### **Article II: Right to Quality Care**

**Image:**



**Post One: Mon., April 1**

Access to quality healthcare is essential for all. Let's demand transparency, accountability, and excellence in every healthcare interaction. #NABIP #NABIPHealthcareBillofRights #QualityHealthcare #PatientRights

**Post Two: Wed., April 3**

Stand up for quality care! Healthcare providers, it's time to uphold the highest standards of safety and efficacy. Together, we can ensure every American receives the quality healthcare they deserve. #NABIP #NABIPHealthcareBillofRights #HealthcareAccountability #ExcellenceInCare

**Post Three: Fri., April 5**

Quality care is a standard, not an exception. Join us in advocating for a healthcare system that prioritizes the well-being and satisfaction of every patient. #NABIP #NABIPHealthcareBillofRights #PatientSatisfaction #QualityHealthcare

**Article III: Right to Privacy and Confidentiality**

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**Post One: Mon., April 8**

Privacy matters in healthcare! Every American deserves the right to confidentiality in medical matters. Let's stand together for strict standards that protect our personal health information. #NABIP #NABIPHealthcareBillofRights #HealthPrivacy #ConfidentialityMatters

**Post Two: Wed., April 10**

Healthcare providers, safeguard our privacy! Let's ensure trust and confidentiality in every healthcare interaction. Uphold strict standards and regulations to protect patients' medical information. #NABIP #NABIPHealthcareBillofRights #PatientConfidentiality #DataProtection

### Post Three: Fri., April 12

Spread awareness: healthcare privacy is non-negotiable. Let's advocate for a system that respects and protects the confidential information of every individual. #NABIP #NABIPHealthcareBillOfRights #ConfidentialityRights #PatientPrivacy

### Article IV: Right to Individual Autonomy

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### Post One: Mon., April 15

Informed decisions empower individuals. Every American has the right to make choices about their health. Let's champion autonomy and ensure access to all the information needed for informed decisions. #NABIP #NABIPHealthcareBillOfRights #HealthAutonomy #InformedDecisions

### Post Two: Wed., April 17

Let's respect the autonomy of patients! Healthcare providers, provide all relevant information for informed decisions, fostering a culture of shared decision-making. Together, we can empower individuals to take charge of their health. #NABIP #NABIPHealthcareBillOfRights #SharedDecisionMaking #PatientEmpowerment

### Post Three: Fri., April 18

Spread the word: it's your right to make informed decisions about your health. Let's build a healthcare system that values and upholds the autonomy of every individual. #NABIP #NABIPHealthcareBillOfRights #PatientChoice #HealthFreedom

### Article V: Right to Health Equity

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### **Post One: Mon., April 22**

Health equity should be accessible to all. Let's work towards a healthcare system that is just and free from discrimination. Together, we can eliminate health disparities and ensure equal access for all. #NABIP #NABIPHealthcareBillofRights #HealthEquity #EndHealthDisparities

### **Post Two: Wed., April 24**

Raise awareness about social determinants of health! Economic stability, education, and community context matter. Let's promote health equality by addressing these factors. #NABIP #NABIPHealthcareBillofRights #SocialDeterminants #HealthForAll

### **Post Three: Fri., April 26**

Spread the message: every American deserves healthcare that is equitable, just, and free from discrimination. Let's unite for a system that prioritizes our health. #NABIP #NABIPHealthcareBillofRights #EquitableHealthcare #JusticeInHealth

### **Article VI: Right to Health Education**

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### **Post One: Mon., April 29**

Access to health education is important. Let's advocate for comprehensive programs that empower individuals with knowledge for a healthier life. #NABIP #NABIPHealthcareBillofRights #HealthEducation #KnowledgelsPower

### **Post Two: Wed., May 1**

Healthcare sector, prioritize health education! Public health campaigns can empower individuals to make informed decisions. Let's spread knowledge for a healthier and more informed society. #NABIP #NABIPHealthcareBillofRights #PublicHealthCampaigns #WellnessEducation

### **Post Three: Fri., May 3**

Join the movement for a society where knowledge empowers individuals to make informed choices for their own health and well-being. #NABIP #NABIPHealthcareBillofRights #EmpowerHealth #HealthLiteracy

### **Article VII: Right to Affordable Medications**

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**Post One: Mon., May 6**

Medications are essential for well-being. Every American deserves affordable access to the medicines they need. It's time for transparency in drug prices and support for generic alternatives. #NABIP #NABIPHealthcareBillOfRights #AffordableMeds #HealthcareForAll

**Post Two: Wed., May 8**

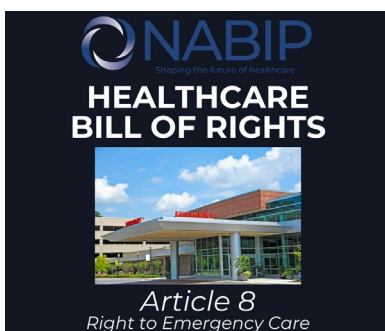
Let's advocate for policies ensuring the affordability and availability of crucial medications. By overseeing and transparently pricing drugs, we can make sure everyone can afford the prescriptions they require for a healthy life. #NABIP #NABIPHealthcareBillOfRights #MedicationAccess #DrugPriceTransparency

**Post Three: Fri., May 10**

Spread the word about the importance of affordable medications! It's time to prioritize health over profit and make sure life-saving drugs are within everyone's reach. #NABIP #NABIPHealthcareBillOfRights #AccessibleMeds #HealthJustice

**Article VIII: Right to Emergency Care**

Image:



**Post One: Mon., May 13**

No one should fear financial hardship when their life is at stake. Let's stand united for a healthcare system that provides emergency care to all, regardless of their ability to pay. #NABIP #NABIPHealthcareBillOfRights #EmergencyCare #HealthcareEquality

**Post Two: Wed., May 15**

Healthcare providers, it's your duty to provide emergency care without hesitation. Financial constraints should never be a barrier to life-saving treatment. Let's ensure everyone gets the care they need in critical moments. #NABIP #NABIPHealthcareBillofRights #EmergencyHealthcare #NoBarriers

**Post Three: Fri., May 17**

Spread awareness about the importance of emergency care access! Together, we can create a healthcare system where no one is denied help due to financial concerns. Let's prioritize lives over financial burdens. #NABIP #NABIPHealthcareBillofRights #HealthcareHeroes #EmergencyResponse

**Article IX: Right to Healthcare Advocacy**

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**Post One: Mon., May 20**

Every American deserves effective healthcare advocacy. Let's ensure mechanisms are in place for individuals to seek assistance and resolve grievances related to their healthcare. Advocacy matters, and every voice counts! #NABIP #NABIPHealthcareBillofRights #HealthcareAdvocacy #PatientRights

**Post Two: Wed., May 22**

Complaints, concerns, and grievances deserve attention. It's our right to voice these and pursue appeal when needed. Let's build a healthcare advocacy system that truly supports and protects the rights of every individual. #NABIP #NABIPHealthcareBillofRights #PatientSupport #AdvocateForHealth

**Post Three: Fri., May 24**

Government, establish robust mechanisms for individuals to seek assistance and resolve healthcare-related grievances. Let's work together to ensure that every American's healthcare rights are protected and upheld. #NABIP #NABIPHealthcareBillofRights #HealthcareRights #PatientAdvocacy

**Article X: States Rights**

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### **Post One: Mon., May 27**

Consumers, your access to healthcare is local! Let's support a system where each state regulates healthcare and insurance markets, ensuring protection for every consumer within their borders. #NABIP #NABIPHealthcareBillofRights #LocalHealthcare #ConsumerProtection

### **Post Two: Wed., May 29**

States are charged with protecting consumers in healthcare markets. It's time to embody principles of consumer protection and allow states oversight within their borders. Let's prioritize the well-being of every citizen. #NABIP #NABIPHealthcareBillofRights #ConsumerRights #StateOversight

### **Post Three: Fri., May 31**

Let's champion the rights of consumers at the state level! While states regulate healthcare markets, they must also compete responsibly, ensuring a balance that serves the public interest. #NABIP #NABIPHealthcareBillofRights #StateResponsibility #ConsumerAdvocacy

### **Conclusion**

#### **Image:**



### **Post One: Mon., June 3**

Thank you to everyone who joined us in championing NABIP's Healthcare Bill of Rights! This isn't just an end; it's a new beginning for a healthier America. Let's continue the dialogue, hold the torch of change, and make our commitment to accessible and affordable healthcare a reality! #NABIP #NABIPHealthcareBillofRights #NABIPHealthRevolution #HealthcareUnity

### **Post Two: Wed., June 5**



It's not just a bill; it's a commitment to health, dignity, and equality for all Americans. Our collective effort ensures that healthcare remains a fundamental right, accessible and affordable. Cheers to a healthier future! #NABIP #NABIPHealthcareBillofRights #NABIPHealthcareRights #HealthcareVictory

**Post Three: Fri., June 7**

Today marks the culmination of NABIP's Healthcare Bill of Rights campaign. Let's propel the mission of advocacy forward, ensuring accessible and affordable healthcare for generations to come. #NABIP #NABIPHealthcareBillofRights #HealthcareAdvocacy #FutureWellness

***Thank you for being an integral part of this movement towards a better healthcare future for everyone!***