TOWNHALL SUMMARY | APRIL 30, 2025

This town hall meeting focused on the growing crisis surrounding Medicare reimbursement cuts and strategies to mobilize a grassroots campaign to influence policy change. Participants emphasized the urgency of the issue, citing physician burnout, clinic closures, and risks to patient care. Dr. Cockerell and others discussed moving away from polite advocacy to more impactful, patient-driven storytelling. The group unveiled a petition aimed at collecting over one million signatures to compel congressional action. Attendees also proposed mobilizing social media, creating a downloadable advocacy toolkit, and recruiting motivated volunteers, including medical students and seniors. Dr. Nisha Mehta highlighted the importance of emotionally resonant patient stories and strategic media engagement in catalyzing public and political support.

Top 5 Action Items

1. **Launch a Social Media Campaign**
   - Create official accounts (Instagram, Facebook, TikTok) for the Alliance to Protect Patients.
   - Promote a central hashtag (e.g., #SaveMedicare or #HealthcareIsBroken) and begin sharing patient testimonials.
2. **Expand Petition Visibility**
   - Distribute QR code flyers and posters in clinics, exam rooms, and waiting areas.
   - Embed the petition slide in all medical conference presentations.
3. **Collect Patient Testimonies**
   - Train staff to identify patients with impactful stories.
   - Record short video testimonials or written letters for use in media and online outreach.
4. **Build an Advocacy Toolkit**
   - Develop downloadable materials (flyers, slides, sample posts, letter templates) to be hosted at atppinfo.org.
   - Tailor content for different audiences (clinicians, patients, seniors, caregivers).
5. **Recruit Volunteers and Ambassadors**
   - Enlist medical students, seniors, and advocates with spare time to support campaign logistics, storytelling, and outreach.
   - Form committees focused on social media, outreach, and strategic connections (e.g., influencers, patient organizations).
   - Would you like help drafting any materials from the toolkit, such as a sample flyer or patient story script?