

LETTERS TO THE EDITOR

Why Should I Write a Letter?

- Raise public awareness and education around the economic and business reasons for our state to expand Medicaid
- Communicate to your elected officials that Medicaid expansion will save Kansas businesses an estimated \$39.6 million to \$80.6 million per year
- Highlight your unique perspective on the importance of Medicaid expansion
- Build public pressure and/or political cover for elected officials to take advantage of the economic benefits of expansion

Where Do I Publish My Letter?

Every newspaper has different submission policies. Most have online forms or dedicated email accounts, and all have word count limits—typically around 200 words. These samples are meant to help you draft an effective letter to the editor that is either published by someone at your organization or a member of the public. You should feel free to tailor them to your organization and yourself.

Sample LTEs

FINANCIAL BENEFIT

Though 38 states have expanded Medicaid, Kansas is not one of them. For years, our state lawmakers have turned down billions of dollars in federal funds and denied 165,000 Kansans health care.

Nearly all Kansas industries employ Kansans who would potentially be eligible for Medicaid if expanded. They represent many different sectors that are the lifeblood of communities—like food service, construction and manufacturing. With expansion, these businesses could save between \$39.6 million to \$80.6 million per year according to research from the Kansas Health Institute.

Additionally, the federal government is now offering Kansas immediate and substantial financial relief if our policymakers expand Medicaid. I'm talking hundreds of millions of dollars that Kansas' economy won't otherwise see.

Medicaid expansion was already a good deal for Kansas that our state leaders left on the table. Now, it's a deal we can't pass up.

Your Name
Town, State

LETTERS TO THE EDITOR

Sample LTEs (con't)

SMALL-BUSINESS OWNER

As a small-business owner, I have spent the last year in survival mode, dealing with the uncertainty that has come with the pandemic. Many small businesses have not weathered the uncertainty and have had to shutter their doors. Losing them not only hurt owners and employees, but also sent economic shock waves through entire communities.

Small businesses like mine have been able to stay open because our communities rallied around us. Policymakers should be investing us, too. One of the most prudent steps they can take is expanding Medicaid.

More than half of all Kansans get health insurance coverage through an employer. Small businesses, however, are much less likely to offer insurance to their employees because of cost. Medicaid expansion works as a support for small business by directly providing insurance coverage to the employee. In addition, by providing coverage for those who otherwise lack health insurance options, Medicaid expansion boosts the ability of small businesses to compete for workers and expands opportunities for entrepreneurship.

It's time to expand Medicaid in Kansas.

Your Name
Town, State

STATE BUDGET SAVINGS

There are huge federal incentives available to Kansas if we expand Medicaid. Truthfully, we could afford to expand Medicaid even without the additional funds now being offered, and we can certainly afford to expand now that they are available. We'll be able to provide health coverage to 165,000 Kansans.

If our leaders choose to expand Medicaid, Kansas would see an additional \$330 million to \$460 million. That's on top of the savings we already know that Medicaid expansion would produce for our state budget. Studies that examine the fiscal impact of Medicaid expansion on states that have already expanded consistently find that expansion leads to significant budget savings and significant revenue increases.

Expanding Medicaid would save Kansas money in uncompensated care, corrections and mental health care and allow us to collect additional tax dollars from the new insurance plans. It was already a good deal. Now, with hundreds of millions of dollars on the line, it's a deal that we can't pass up.

Your Name
Town, State